DOCUMENT RESUME

ED 044 160 LI 002 217

AUTHOR	Yocum, James C.; Stocker, Frederick D.
TITLE	The Development of Franklin County Public Libraries, 1980.
INSTITUTION	Ohio State Univ., Columbus. Research Foundation.
PUB DATE	[70]
NOTE	258p.
EDRS PRICE	EDRS Price MF-$1.00 HC-$13.00
DESCRIPTORS	Costs, *Library Facilities, *Library Planning, *Library Services, Methodology, Planning, *Public Libraries, *Use Studies
IDENTIFIERS	Franklin County, *Ohio

ABSTRACT

This analysis of the demand for public library services in Franklin County, present and future, as the basis for the study's recommendations for future development of the public library system of the County, takes out in some directions new to library planning practice. The study makes a marketing and systems approach to the problem of measuring and projecting the demand for library services, and of developing recommendations as to facilities and capital costs required, and thus permits application of some new methods and measures. Among the innovative features are the development of the measure, "user-visits" to quantify library usage on a uniform basis for each library and branch; and the measure, "index of space utilization," to evaluate the intensity of usage relative to public space available in each library; and the classification of library visitors by census tracts of their home residences to define the "Primary Service Area" of each library and branch. It is hoped that the methodology here developed, with ensuing refinements, will contribute significantly to library planning in the future. (Author)

EDO 44160

DEC 11 1970

(LIBRARY #20--50

THE DEVELOPMENT OF FRANKLIN COUNTY PUBLIC LIBRARIES, 1980

By

James C. Yocum

and

Frederick D. Stocker

THE OHIO STATE UNIVERSITY RESEARCH FOUNDATION

LI 002 217

ED 044160

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

THE DEVELOPMENT OF

FRANKLIN COUNTY PUBLIC LIBRARIES, 1980

Prepared for

THE COLUMBUS PUBLIC LIBRARY

As Agent For

ADVISORY COUNCIL OF FRANKLIN COUNTY PUBLIC LIBRARIES

By The

CENTER FOR BUSINESS AND ECONOMIC RESEARCH

COLLEGE OF ADMINISTRATIVE SCIENCE

THE OHIO STATE UNIVERSITY

LI 002 817

THE DEVELOPMENT OF

FRANKLIN COUNTY PUBLIC LIBRARIES, 1980

By

James C. Yocum, Professor of Business Research

and

Frederick D. Stocker, Professor of Business Research

DIVISION OF RESEARCH
COLLEGE OF ADMINISTRATIVE SCIENCE
THE OHIO STATE UNIVERSITY

The Ohio State University Research Foundation Contract No. 2826

The preparation of this report was financially aided by a grant under the Library Services and Construction Act, Title I, as administered by State of Ohio Library

FOREWORD

This analysis of the demand for public library services in Franklin County, present and future, as the basis for the study's recommendations for future development of the public library system of the County, takes out in some directions new to library planning practice.

The study makes a marketing and systems approach to the problem of measuring and projecting the demand for library services, and of developing recommendations as to facilities and capital costs required, and thus permits application of some new methods and measures.

Among the innovative features are the development of the measure, "user-visits" to quantify library usage on a uniform basis for each library and branch; and the measure, "index of space utilization", to evaluate the intensity of usage relative to public space available in each library; and the classification of library visitors by census tracts of their home residences to define the "Primary Service Area" of each library and branch.

It is hoped that the methodology here developed, with ensuing refinements, will contribute significantly to library planning in the future.

Reed W. Powell, Associate Dean
Director, Division of Research

College of Administrative Science

PREFACE

The new, and thus to a certain extent exploratory, concepts and methods developed in this study required from its sponsors--leaders in the "library community" of Franklin County and Ohio--not only cooperation and assistance but a more-than-usual degree of tolerant understanding. These were provided in full measure and were indispensable to whatever success this study may have achieved. The authors wish especially to thank the members of the Survey Committee of the Advisory Council of Franklin County Public Libraries: Mrs. Bernice E. Cudd, Librarian, Worthington Public Library (Chairman of the Committee); Miss Jane W. Bradford, Librarian, Westerville School District Library; Mrs. George D. Clouse, Board of Trustees, Grandview Heights Public Library; Mr. Edward B. Daniels, Director, Columbus Public Library; Mr. Donald V. Schuler, Librarian, Grove City Public Library; Mr. George H. Saville, Board of Trustees, Upper Arlington Public Library; and Mrs. Mary T. Zimmerman, Librarian, Bexley Public Library.

Also most understanding in the initial consideration of the study proposal and helpful in selecting a professional librarian as a consultant on library operation and library technology was Mr. Joseph F. Shubert, State Librarian, State Library of Ohio.

The authors consider themselves extremely fortunate in being able to have as professional library consultant on this study Mr. F. William Summers, State Librarian, State Library of Florida (on leave), and a

noted authority on library operations and library planning. Mr. Summers was perceptive and flexible in his approach to this study, and made very cogent and expert suggestions at many points in the project and especially with respect to the recommendations as to system objectives and plans and as to space and capital cost requirements presented in the final chapters.

The authors wish to acknowledge the fine assistance of members of the survey staff, especially the expert services of Mr. Omar Goode, who was in charge of all computer processing. Mr. George B. McLaurin, Jr. and Mr. David Kimball gave valuable services as Research Assistants in supervising and collecting data in the Non-User field survey. Some 90 women who were employed to "manage" the distribution of the questionnaires in the In-Library survey and to make attendance counts, read the written instructions and did the prescribed tasks with great accuracy and efficiency.

Mrs. Bertha Campbell and Mrs. Walter Tarpley, Jr. gave advice about the content and form of the Non-User survey that was most helpful, particularly in its execution in inner-city areas, and have the author's gratitude.

For the typing of tables and text for the study and assembling the preliminary report the authors are very appreciative of the work of Mrs. Esther Edgar, Miss Gloria Brown, Miss Sandra Crouch, Mrs. Lois DeVol, and Mrs. Diana Synadinos.

James C. Yocum
Frederick D. Stocker

July, 1970

College of Administrative Science

CONTENTS

Chapter — Page

PART I

GROWTH AND STRUCTURE OF FRANKLIN COUNTY LIBRARIES

I Background of the Study - Purposes and Method 1
Approach 4
Library Development Planning 7
The "Market Analysis" Approach 8
Plan of Study 10
Survey of Library Users 11
Survey of Library Nonusers 11
Special Survey 12

II The Public Library System in Franklin County 13
Growth in Library Resources 17
Library Materials and Circulation 17
Circulation 20
Circulation Per Capita 24
Library Expenditures 26
Library Income From the Intangibles Tax 29

III Nonpublic Libraries in Franklin County 35

PART II

LIBRARY USAGE IN FRANKLIN COUNTY, 1969

IV Quantity and Characteristics of Use 43
User-Visits 43
Sample Survey 44
The In-Library Survey 44
Management of the Sample Survey 45

		Page
	Aggregate Use - Adults	49
	Primary Service Area	49
	Aggregate Usage	53
	Aggregate Usage - Children	59
	Primary Service Area	60
	Aggregate Usage	65
	Aggregate Use, Adults and Children	68
	Frequency of Use	70
	Frequency Distribution of Visits Per Year	70
	Number of Visits Per Year by Characteristics of Library Users (Adults)	73
	Visits Per Year to Principal and Second Library	73
V	Preferences and Attitudes of Library Users	75
	Choice of Library Location to Visit	76
	Adults	76
	Children	84
	Concentration of Patronage	87
	Image of the Library	92
	Evaluation of Library Services by Patrons	97
VI	Nonusers of the Public Library	109
	Field Survey Sample	109
	Reading Habits of Nonusers of Libraries	113
	Awareness of the Public Library	119
	Personal Factors	121
	Library-Related Factors	124
	Summary: The Library Nonuser	124
	Future Library Use By Present Nonusers	125
	Attitudes Toward Public Libraries	127
	Comparison, Users with Nonusers	132
VII	Business Use of Franklin County Public Libraries	135

PART III

PROJECTIONS AND PLANS, 1980

VIII	Projections of Library Use	145
	Geographic Areas	145
	Elements of Future Change in the Volume of Usage	146
	Adults	147
	Future Frequency of Library Visits	147
	Change in Area Population	152

Page

Conversion of Present Nonusers of Library Service 156
Children 160
Adults and Children Combined 163

IX Meeting Library User Needs in 1980 - Foundations 165
Financial Capacity 166
Capital For Fixed Investment 167
Revenue from the Intangibles Tax 168
Implications for Future Library Operations . . 172
Library Goals and Priorities 176
Area and People to be Served 176
Centralization or Decentralization 179
Service to School Children and to School Systems 179
Reference Services 182
Other Library Services 184
Extensive or Concentrated Services 186
Traditional Methods or Adoption of New Technologies 187
Cooperation or Independent Operation 188
Library System Organization and Inter-Library Structure 188
A Structure for Inter-Library Cooperation . . . 190
Recommendations for Inter-Library Cooperation in Franklin County 192
A "County District Library" 193

X Meeting Library Users Needs in 1980 - Physical Plans By Areas 197
Space Utilization 198
Capital Costs 199
Columbus Public Library 204
Columbus Main Library 204
Columbus Branch Libraries 205
Beechwold 205
Clintonville 206
Franklinton 206
Gahanna 206
Hilliard 207
Hilltonia 207
Hilltop 208
Linden 208
Livingston 208
Martin Luther King 209

Page

Morse Road 209
Northern Lights 209
Northside 209
Parsons 210
Reynoldsburg 211
Shepard 211
Whitehall 212
Suburban Libraries 212
Bexley 212
Grandview Heights 212
Grove City 213
Upper Arlington 214
Westerville 216
Worthington 216
Summary: Capital Improvement Requirements and Funds 217
MAP: Library Primary Service Areas

APPENDIX

Appendix A - Appendix Tables 219

Appendix B - Exhibits 235
Survey of Public Library Users - Adults 236
Survey of Public Library Users - Children 238
Field Survey of Library Non-Users -- Interviewer's Guide and Report 239

Appendix C - Future Library Technology 241
The Impact of Technology Upon Public Library Service in Franklin County, Ohio by F. William Summers 242

Purpose 242
Technologies of Resources 243
Multiple Information Storage Media . . . 243
Micro-Publishing Forms 243
Copying 245
Bibliographic Control of Resources . . . 245
The Role of the Computer 247
Inter-Library Communication 250
Implications for Individual Libraries 250

LIST OF TABLES

Table		Page
2.1	SELECTED STATISTICAL DATA, Public Library Systems in Franklin County, 1968	14
2.2	SHARES IN INTANGIBLE TAX DISTRIBUTION, Library Systems in Franklin County	33
3.1	LIBRARY RESOURCES AND SERVICES PROVIDED BY SELECTED NONPUBLIC LIBRARIES, Franklin County	38
4.0	IN-LIBRARY SURVEY: Number of Visitors, Completed Questionnaires, and Sampling Rate, Week of October 4-10, 1969	47
4.1	PRIMARY SERVICE AREA of Each Franklin County Public Library	50
4.2	ADULTS: Total Visits at Principal Library: Aggregate Usage, by Primary Service Area and All Other Areas, by Library	54
4.3	ADULTS: Total Visits at Principal Library When Named as "Second" Library Usually Visited: Aggregate Usage by Primary Service Area and All Other Areas, by Library	56
4.4	ADULTS: Aggregate Usage as Principal Library and as "Second" Library, by Primary Service Area and All Other Areas, by Library	58

Page

4.5 CHILDREN VISITING LIBRARY: Distribution of Residence Within Primary Service Area of Each Franklin County Public Library, 1969 61

4.6 CHILDREN: Total Visits at Principal Library: Aggregate Usage, By Primary Service Area and All Other Areas, by Library 64

4.7 CHILDREN: Total Visits at Principal Library When Named as "Second" Library Usually Visited - Aggregate Usage by Primary Service Area and All Other Areas, by Library 66

4.8 CHILDREN: Aggregate Usage as Principal Library and as "Second" Library, By Primary Service Area and All Other Areas, by Library, 1969 67

4.9 ADULTS AND CHILDREN: Aggregate Library Usage Per Capita of Population of Library's Primary Service Area, by Library, 1969 69

4.10 ADULTS: Distribution of Number of Library Users by Class Intervals of Number of Visits Per Year, and Average Number of Visits, by Classes, at the Principal and By the "Second" Library 71

4.11 ADULTS: Average Number of Visits Per Year at Principal Library and at "Second" Library by Characteristics of Library Users. 72

4.12 ADULTS: Average Number of Visits Per Year by Users Visiting Both Principal and "Second" Library, by Library 74

5.1 ADULTS: Reasons for Selection of Public Library Location to Visit, By Library 77

5.2 ADULTS: Reasons for Selection of Public Library Location to Visit, by Characteristic of Library User Total - All Libraries 81

5.3 CHILDREN: Reasons for Selection of Public Library Location, By Library 85

Page

5.4 ADULTS: Concentration of Library Patronage, by Library Visited at Time of Survey 88

5.5 CHILDREN: Concentration of Library Patronage, by Library Visited at Time of Survey 89

5.6 ADULTS: Most Important "Other Libraries Also Visited", by Library Visited at Time of Survey 91

5.7 IMAGE OF THE PUBLIC LIBRARY Held by Library Users, By Characteristic of User 95

5.8 IMAGE OF THE PUBLIC LIBRARY Held by Library Users, By Library, Franklin County, 1969 96

5.9 PATRON EVALUATION of Present and Prospective Library Services, County Totals 99

5.10 PATRON EVALUATION of Present and Prospective Library Services, Columbus Main Library 102

5.11 PATRON EVALUATION of Present and Prospective Library Services, Bexley 103

5.12 PATRON EVALUATION of Present and Prospective Library Services, Grandview Heights - Upper 104

5.13 PATRON EVALUATION of Present and Prospective Library Services, Grove City 105

5.14 PATRON EVALUATION of Present and Prospective Library Services, Upper Arlington - Main 106

5.15 PATRON EVALUATION of Present and Prospective Library Services, Westerville 107

5.16 PATRON EVALUATION of Present and Prospective Library Services, Worthington 108

6.1 RESPONDENTS TO NONUSER SURVEY, By Library Primary Service Area 110

		Page
6.2	PERSONAL CHARACTERISTICS OF SAMPLE of Respondents to Field Survey of Library Use	112
6.3	READING HABITS of Library Nonusers, by Race and Age	114
6.4	READING HABITS of Library Nonusers, by Education and by Income	117
6.5	NONUSERS' AWARENESS of Public Library, by Race, Age, Education and Income	120
6.6	REASONS FOR NOT USING THE PUBLIC LIBRARY, Nonusers, by Personal Characteristics	122
6.7	CHANGES THAT MIGHT LEAD TO LIBRARY USE, Nonusers, by Personal Characteristics	126
6.8	LIBRARY VISITS PER YEAR of Library Changes Made, Nonusers, by Personal Characteristics	128
6.9	IMAGE OF THE PUBLIC LIBRARY Held by Library Nonusers, by Characteristics of Nonuser	131
6.10	USER AND NONUSER IMAGE of the Public Library	133
7.1	FREQUENCY OF USE of Public Libraries by Business and Professional Firms	137
7.2	NATURE OF LIBRARY USE by Business and Professional Firms	138
7.3	LIBRARIES USED by Business and Professional Firms	138
7.4	COMMENTS ON PROSPECTIVE SIGNIFICANT CHANGES by Business in Use of Public Libraries	139
7.5	COMMENTS ON ADDITIONAL SERVICES or Changes That Might Be of Value to Business	140
8.1	ADULTS: Average Number of Visits Per Year, Present, and Future with Changes in Library Services, and Future with no Library Changes, by Library, by Service Area	148

		Page
8.2	ADULTS: Projected Usage, With and Without Future Changes in Library Services, by Library, by Service Area, 1980	151
8.3	ADULTS: Projected Usage with Projected Change In Population (With Changes in Library Services), by Library, by Service Area, 1980	153
8.4	ADULTS: Projected Usage, by Components of Future Change, by Library, 1969 to 1980	155
8.5	ADULTS: Projected Usage Including Conversion of Nonusers	158
8.6	CHILDREN: Projected Usage with Projected Change in Population, by Library, by Primary Service Area and All Other Areas, 1980	161
8.7	AGGREGATE USER VISITS, Adults and Children, 1969 and Projected 1980, by Primary Service Area	164
9.1	FRANKLIN COUNTY PUBLIC LIBRARIES: Funds Estimated to be Available for Fixed Capital Investment, by December 31, 1970, Operating Expenses 1969, and Intangible Tax Income, 1969 and 1970	167
9.2	INTANGIBLES TAX COLLECTIONS and Amount Distributed to Libraries, Franklin County, 1950-1969 and Projected, 1975 and 1980	171
9.3	AGGREGATE USAGE, Adults and Children, and Operating Expense, by Library System, 1969, and Projected 1980	174
9.4	FRANKLIN COUNTY PUBLIC LIBRARY PLANNING ITEMS, 1969, AND PROJECTED 1980	175
10.1	RECOMMENDED PLANS FOR PHYSICAL FACILITIES of Franklin County Public Libraries by 1980, by Present Library Primary Service Areas	200
10.2	FRANKLIN COUNTY PUBLIC LIBRARIES: Capital Improvements for New Space Required to 1980, and Funds Available for Fixed Capital Investment December 31, 1970, by Library System	218

APPENDIX

		Page
A4.0	IN-LIBRARY SURVEY: PRELIMINARY--Number of Questionnaires Assigned, Completed Questionnaires, and Per Cent Return, Week of October 4-10, 1969	220
A4.1	ADULTS: Characteristics of Sample of Respondents in In-Library Survey, by Library	221
A4.2	CHILDREN: Characteristics of Sample of Respondents in In-Library Survey, by Library	222
A4.3	ADULTS: Visits Received as a "Second" Library, by "Second" Library's Primary-Service-Area or All-Other-Area-Residence of Visitor by Library (Sample Data)	223
A4.4	ADULTS: Number of Persons Visiting A "Second" Named Library, By Principal Library (Where Survey Questionnaire was Answered)	224
A4.5	ADULTS: Usage from Visits as a "Second" Library, by Principal Library (Universe Basis)	226
A4.6	CHILDREN: Number of Visitors at Each Library as a "Second" Library, by Principal Library (Universe Basis)	228
A4.7	CHILDREN: Usage of Each Library as a "Second" Library, By Principal Library (Universe Basis)	230
A6.1	STRATIFICATION OF FRANKLIN COUNTY CENSUS TRACTS by Race, Income and Education, and Tracts Randomly Selected in Sample, by Strata, for Field Survey of Library Non-Users	232
A8.1	ESTIMATED POPULATION of Primary Services Areas of Franklin County Public Libraries, 1968, and Projected, 1980	234

LIST OF FIGURES

Figure Number		Page
2.1	TOTAL BOOK INVENTORY, Library Systems in Franklin County, 1950-69	19
2.2	TOTAL BOOK CIRCULATION, Library Systems in Franklin County, 1950-69	21
2.3	TOTAL ADULT CIRCULATION, Library Systems in Franklin County, 1950-69	22
2.4	TOTAL EXPENDITURES, Library Systems in Franklin County, 1950-69	28
2.5	INTANGIBLES TAX REVENUE, Library Systems in Franklin County, 1950-69.	30
MAP:	Primary Service Areas of Franklin County Public Libraries, with Census Tract Components, 1969 facing page	218

PART I

GROWTH AND STRUCTURE OF FRANKLIN COUNTY LIBRARIES

I

BACKGROUND OF THE STUDY - PURPOSES AND METHOD

This study is the result of an effort on the part of the public library systems of Franklin County to estimate growth and demand for library services and facilities in the county in calendar year 1980. It arises out of recognition by those responsible for making policy for the public library systems that the character of usage of public library services is changing rapidly and will probably change still more in the years ahead. Responding to these changes, libraries already are modifying the services they provide, adding new services while de-emphasizing others. As libraries look to the future, changes may be expected both in library usage and in the technical conditions under which library services can be supplied. Changing patterns of population will obviously influence the geographic dimension of library usage, and changes in the kinds of services demanded will affect its character. The purpose of this study is to identify these prospective changes and, insofar as possible, to quantify them. The ultimate objective is to provide measures of future library usage that can

form the basis for decisions by library boards, and by those county officials charged with responsibility for allocating financial support among libraries, on such crucial matters as the location of new construction and the areas in which expanded services and added personnel are most needed.

Because of the extremely dynamic character of its recent and prospective growth[1] the Franklin County microcosm is especially receptive to the forces of change affecting libraries and other social institutions in the United States as a whole.

These changes, which are economic, social, technological and cultural, are well summarized, as they pertain to libraries, in the Blasingame report, [2] but they bear enumeration here:

1. Population changes (age, sex, race, shifts, area growth, and differential intra-area locational shifts and development).

2. Occupational changes (declining relative importance of manufacturing jobs, unskilled jobs and increasing importance of employment in service industries and government and of more highly skilled and technical positions).

3. Educational changes (increasing proportions of more highly educated and more technically educated).

4. Knowledge explosion (increasing fund of knowledge, and of more sophisticated knowledge in all fields).

---

1. cf. James C. Yocum et al. The Columbus Area Economy: Structure and Growth, 1950 to 1985, Volumes I, II and III, Bureau of Business Research, The Ohio State University,

2. Ralph Blasingame, Ohio Libraries and State Library Services, The State Library of Ohio, 1968, pp. 4-11.

5. Technological advance (increasing application of more sophisticated processes and techniques in all phases of production transportation, communication, distribution and education).

6. Communication changes (development of new media and processes for the storage, retrieval and transfer of knowledge).

7. Urbanization and suburbanization (increasing concentration of population in urban areas, but decentralization of residence in suburban and exurban locations).

Under the impact of these changes the role and operations of the public libraries are undergoing change. It is the purpose of this study to determine the nature of these changes in Franklin County as they may affect Franklin County public libraries in the future, to determine the nature and magnitude of the library "market", present, potential and likely near-future, and to provide the groundwork for a comprehensive plan for the integrated development of program, services and facilities of Franklin County public libraries.

A special consideration in the study of Franklin County public libraries is the presence in the County of an unusual aggregation of and volume of other kinds of libraries and library services, some of which are generally available and some of which are available only to special publics. These libraries include the university and college libraries at the Ohio State University, Capital University, Otterbein College, Ohio Dominican College, and Franklin University; The State Library of Ohio; and special libraries and abstract services at Battelle Memorial Institute. Any plan for the development of public libraries must take cognizance of and relate to

the present and future development of these other library institutions in the County. Nonpublic library resources are treated in Chapter III.

APPROACH

Library planning in Franklin County has been handicapped by the fact that little or no representative information has been available on the "market" for the services of Franklin County public libraries. This study provides such "market" information, including:

- the number and basic characteristics of present and potential users, and their present and future locational distribution.
- the number and frequency of their visits, present and projected.
- kinds of services demanded: "felt" needs at present; potential or unrealized needs at present; likely future needs in view of the impact of changes.
- extent to which presently perceived needs are fulfilled.
- potential needs which could be fulfilled with program and service modifications.
- patron's basic preferences for library services, library location, library facilities.
- the library's image: user and nonuser perceptions of the library as an institution, and of specific individual libraries.
- the degree of satisfaction or dissatisfaction with library services.

That is, the approach in this study has been on the one hand basically a marketing approach, with library services regarded as a consumer (and possibly a business) service, and an investigation made to learn of its market acceptance, of the attitudes, preferences and prejudices of con-

sumers relative to the service, of the characteristics of those consumers presently and potentially best disposed toward the service, and of consumer behavior generally with respect to library services.

Secondly, since the Franklin County Public Libraries can be considered a system -- a "system" being conceived as a set of diverse parts serving a common purpose-- that the systems approach has been used in this study to the extent that this can be applied to a "system" which is a social institution.

The system approach implies

- the careful definition of objectives or goals or "mission".
- the definition of the functions or processes necessary to achieve these goals.
- the deliberate design of an organization and structure for the efficient performance of these functions and the control of operations.

As applied to the problem of Franklin County public library development, the aspect of the systems approach which is important, however, is the creation of the strategic plan. The strategic plan consists of the formulation of policies in regard to objectives, facilities, general organization structure, and financial factors; it is not concerned with system design from the standpoint of management control or operational control - - including personnel and functional budgeting of current operations.

The strategic plan deals primarily with the determination of the kind and scale of future library services in Franklin County and the physical

library facilities (specified as to size, function and general location) necessary to achieve those services. The aggregate services in the County have been related to the objectives previously or simultaneously determined, and to a total operating cost that is within the limits of reasonable projections of total County library income. This has required estimates of the implications for total operating costs of changes in library technology and methods of operation. These estimates are based primarily on analysis and advice of a special library operations consultant employed for this specific purpose.

A complete profile of potential library usage cannot be obtained solely from studies carried out in the library itself. To determine how the library is perceived in the community at large, and to determine potential demands on the library from persons not now using the library, it is necessary to survey nonusers of the library as well as users. This study attempts to determine whether the services now being provided by the public libraries are indeed "needed", whether there are other activities that the public at large would like to have the libraries perform, and whether certain functions traditionally regarded as of high importance by librarians are seen in the same light by the public. To this end, the study was conceived from the outset as one that would examine nonusers as well as users and possible future services of the public library as well as those now provided.

Most previous studies of public libraries have relied for quantitative

measures of library service on such data as circulation or number of registered borrowers. Both these measures were considered in this study, but were rejected. Data on circulation is obviously an inadequate measure of use of the full range of library services. Reference service, telephone inquiries, use of the reading room, and attendance at public meetings held in the library all are components of library usage that are not reflected in circulation. Circulation data also suffers from problems of comparability, as not all libraries measure circulation in identical ways. Renewals, and books loaned to school teachers, are two examples of activities that may be counted differently in different libraries. Similar problems exist in connection with borrower registration. This statistic is obviously inadequate as a measure of library usage, not only because it depends on the extent to which the library has weeded out inactive cards, but also because it does not reflect the intensity of use of the library by those who have library cards.

Library Development Planning

The impetus for this study arises in part from the earlier Blasingame study carried out under the auspices of the state library, the purpose of which was to review the entire structure of public libraries in Ohio and to recommend a comprehensive plan for development of the library system. That study led to the establishment of a state library development plan in 1968 which has stirred new interest in planning for the rational development of library systems, with attention to integration and coordination

of the services and facilities of separate library systems. The Blasingame study emphasizes the need for reorganization and consolidation of the separate library systems and the development of multi-county library networks. Another earlier study, the so-called Kaiser Report, A Plan for The Logical Development of Cooperative Public Library Services in Franklin County, Ohio, by Walter H. Kaiser and Clarence R. Walter, September, 1968, also stresses the need for a cooperative library system in Franklin County, built around the Columbus Public Library, under which many functions now performed by the individual library systems would be handled centrally by CPL. The present study, in contrast, does not purport to show how future library needs in Franklin County should be met, i.e. the administrative structure under which library services might best be provided. It is designed only to estimate the probable level of library usage in 1980, its composition, and its geographic location, and to indicate in what general areas new library facilities may be needed.

The "Market Analysis" Approach

This study is in the nature of a market survey, in which library services are viewed as a commodity offered to the consuming public. The aim of the survey is that of estimating the market, i.e. projecting the total demand and the major components of total library demand in 1980. Like the typical market study, this one study focuses on the question of what "products" libraries will need to offer in order to satisfy the future consumer. It asks in effect what kinds of library services ought to be

provided, how they might be packaged and marketed.

There are, however, major differences from the standard market approach. The library is, of course, not a profit-making enterprise. Consequently there is no clear and objective market test of consumer acceptance of the product corresponding to the profit and loss statement of the business corporation. Thus it is difficult to determine whether the value of the services rendered by the public library exceeds their cost. The problem is not unique to libraries but is basic to the measurement of demand for all public services and goods.

A related problem is that of defining the constraint within which provision of library facilities and services takes place. It is tempting to think of "the need for library services" as something to be quantified and then met insofar as possible. In a strict sense, however, the concept of "need" is meaningless. The community's "need" for any public service is of course limitless, as is the individual's "need" for any item of personal consumption. Only when one attaches a constraint, in the form of a price or budget limitation, does need become a meaningful concept. The most lavish library system imaginable would still leave some individuals feeling that they would like to have still more. The question now properly is: what kind and amount of library services are the people of Franklin County willing to pay for? In principle the answer to the question would require a full scale cost benefit analysis, evaluating the benefits to individual users and to the community as a whole from provision of library services,

or more precisely, the additional benefits associated with additional expenditure.

This study does not undertake to perform a cost benefit analysis of public library services, desirable though such a study might be. Instead, it presumes that library services will be provided within constraint of available revenues, these revenues consisting of that generated within Franklin County by the intangibles tax. Under state law, this tax is given over to the public libraries on a first priority basis. In Franklin County (but not everywhere in Ohio), very little revenue is obtained by libraries by sources other than the intangibles tax, and in recent years virtually all of the revenue from this source has gone to the libraries. Though tax changes are always possible, this study assumes that the intangibles tax will continue to be available to the libraries, and that libraries in Franklin County will continue to receive the entire amount generated by this tax. Thus, it seems reasonable to presume that the revenue generated by this tax in the years ahead will determine the resources available to the public library system.

PLAN OF STUDY

The basic approach followed in this study has been to go to library users or potential users and inquire of them as to the nature of their demands for library service, the frequency of their use, their general attitudes toward the library and the changes that they would like to see made

in programs of the public library. This approach has involved four separate surveys -- two of major dimension, and two minor in scale.

Survey of Library Users

A large part of the data obtained in this study was gathered through an in-library survey of library users. This survey, which is described in detail in Chapter IV, was carried out during a selected sample week -- the week of October 4-10, 1969 -- which was chosen as being relatively free from unusual influences on library usage and hence a period that would provide a good cross-section of normal library activity. The survey was carried out in each library, including branches, in Franklin County. No effort was made to survey users of bookmobiles and special collections not open to the public (the Senior Citizen Center, for example). A predetermined proportion of all patrons of the library were given a questionnaire to be filled out and returned to the attendant. The questionnaire was designed to determine the purpose of the visit to the library, the frequency of the respondent's use of the library, his attitudes toward the library itself, his evaluation of specific services of the library, his perception of needed changes and his estimate of future use of the public library.

Survey of Library Nonusers

Recognizing the fact that a segment of potential library usage consists of residents of the county who are not at present users of the library, the study included a field survey designed to probe attitudes of this segment

toward the library. This survey is described in more detail in Chapter VI. A sample of census tracts in Franklin County was selected in such a way as to provide random coverage of the entire county. The survey was limited to adults and covered the population at large. However, as the focus of this survey was on nonusers, those interviewees who reported having attended the library within the past year were asked only a limited number of questions. Those proved not to be users of the library were questioned in detail as to their awareness of the library, their attitudes toward it, their reading habits, their reasons for not using the library, the changes they would like to see made, and finally, the possibility of their future use of the public library.

Special Survey

Two other special surveys were carried out. One, described in Chapter VII, focused on business users of the library, and was designed to determine, from a randomly selected sample of business firms, the frequency of their business use of library services and the nature of such usage. Information was obtained also on the private library facilities maintained by each firm. The fourth survey was of nonpublic libraries in the county (see Chapter III), including those associated with colleges and universities, the state government, private research organizations, and the like. The purpose of this survey was to determine the extent to which the facilities and resources of these libraries might be drawn on to supplement those of the public libraries.

II

THE PUBLIC LIBRARY SYSTEM IN FRANKLIN COUNTY

Public library service is provided in Franklin County by seven separate library systems. Largest of these by far is the Columbus Public Library, which in addition to the main library has 16 neighborhood branches and operates six bookmobiles. (Table 2.1) The Upper Arlington library, established in 1968 as a split-off from the Grandview Heights library, operates two branches in addition to the main library. The Grandview Heights, Grove City, Westerville and Worthington systems all consist of a single library building, although Grove City maintains library facilities in eight school buildings, and Bexley in four.

The Columbus and Upper Arlington systems are both municipal libraries, governed by a board that is appointed by the Mayor. All the other systems in the County are school district libraries, whose boards of trustees are appointed by the school boards.

Coordination of programs and planning for the seven systems is accomplished through the Franklin County Library Council, comprised of representatives of each of the systems in the County. The

Table 2.1
SELECTED STATISTICAL DATA, PUBLIC LIBRARY SYSTEMS
IN FRANKLIN COUNTY, 1968

Type of Library	Bexley School District	Columbus Municipal	Grandview Heights School District	Grove City School District	Upper Arlington Municipal	Westerville School District	Worthington School District
Number of trustees	7	6	7	7	6	7	7
Number of Branches	4[1]	16		8[1]	2		
Number of bookmobiles		6					
Estimated square miles[2]	2	333	1	129	9	50	15
Estimated population	15, 104	759, 270	9, 200	64, 000	40, 000	28, 000	22, 000
Borrowers Registered:							
Adult	21, 667	128, 508	12, 400	7, 718	7, 230	n. a.	4, 000
Juvenile	7, 105	64, 253	20, 546	14, 776	4, 292	n. a.	8, 000
Total	28, 772	192, 761	32, 946	22, 494	11, 522	17, 525	12, 000
Book Circulation , Main							
Adult	153, 893	199, 145	97, 504	60, 751	151, 810	107, 712	42, 332
Juvenile	99, 875	57, 953	72, 904	61, 688	132, 052	127, 904	14, 435
Total	253, 768	257, 098	170, 408	122, 439	283, 862	235, 616	56, 767
Book Circulation, Branches							
Adult	10, 178	835, 213		23, 371	79, 746		
Juvenile	109, 695	856, 528		316, 640	56, 060		
Total	119, 873	1, 691, 741		340, 011	135, 806		
Circulation, Bookmobiles							
Adult		35, 455					
Juveniles		462, 450					
Total		497, 905					
Total Book Circulation	373, 641	2, 446, 744	170, 408	462, 450	419, 668	235, 616	56, 767
Films Loaned	7, 197	8, 393	16, 208	2, 271		5, 143	
Number of Film Viewers	600, 601	347, 862	1, 119, 531	109, 200		461, 305	
Recordings Loaned		52, 806	31, 596	3, 977	18, 880		10, 626
Reference Inquiries	10, 818	137, 298	1, 648	1, 800	3, 348	10, 500	n. a.
Bookmobile							
Miles Traveled		18, 248					
Cost		3, 751					
Hours		57, 534					
Transit Hours		1, 565					
Branches - owned		6			1		

[1] In school buildings.
[2] Area of effective jurisdiction. Not necessarily same as area served.

Table 2.1 (concluded)
SELECTED STATISTICAL DATA, PUBLIC LIBRARY SYSTEMS
IN FRANKLIN COUNTY, 1968

Type of Library	Bexley School District	Columbus Municipal	Grandview Heights School District	Grove City School District	Upper Arlington Municipal	Westerville School District	Worthington School District
Branches - rented		10		8	1		
Branches - rent free	4						
Square feet							
Main library	28,040	74,770	16,000	1,800	12,500	15,597	8,000
Branches	5,186	66,377		1,600	4,300		
Other				800			
Total rent per year		44,730		30,000	5,400		
Volumes Owned	168,375	939,129	93,666	83,221	102,567	75,776	60,561
Hours per week							
Main	66	75	66	62	66	58	60
Branches	37	52		37	59		

Source: Auditor of State, Ohio Public Libraries, 1968 Financial Report and Public Debt Statement; State Library of Ohio, 1969 Directory of Ohio Libraries.

Council provides a forum for exchange of information on the activities and plans of each system, but exercises no control or authority over the consituent libraries. Such cooperation as exists among the separate library systems, though voluntary, is apparently growing steadily. Cooperation arrangements have been worked out between the Columbus Public Library and at least one suburban library for processing of new acquisitions. Cooperation in sponsoring the present study of library needs represents a new frontier in coordination among the seven systems.

Each library system in the County is available for use by any resident of the County. (Nonresidents of the County may be required to pay a fee for use of Franklin County library facilities.) In this sense, each library provides service throughout the County. However, each system has its legally prescribed service area. In the case of school district libraries, these areas are coextensive with the school district itself; in the case of municipal libraries, the area is the municipality. Because city boundaries are not necessarily identical with those of school districts, there are some parts of the County that lie within the official jurisdiction of more than one library system. When this occurs, questions of providing facilities in these areas are resolved through informal agreement between the two systems. Other parts of the County do not lie within the official territory of any of the

existing library systems. The Columbus Public Library has been designated by the State Library Board as the agency responsible for providing library service in these portions of Franklin County.

Growth in Library Resources

As they face the decade of the 1970's, the library systems of Franklin County are building upon two decades of very rapid growth. This growth is apparent in all measures of library activity, but it has not been experienced equally by each of the seven systems. A review of the experiences of the past two decades points up two of the basic questions that must be considered: to what extent is total library usage likely to continue to increase during the coming decade? and, where in Franklin County -- in what library service areas -- might any projected growth be expected to concentrate?

Library Materials and Circulation

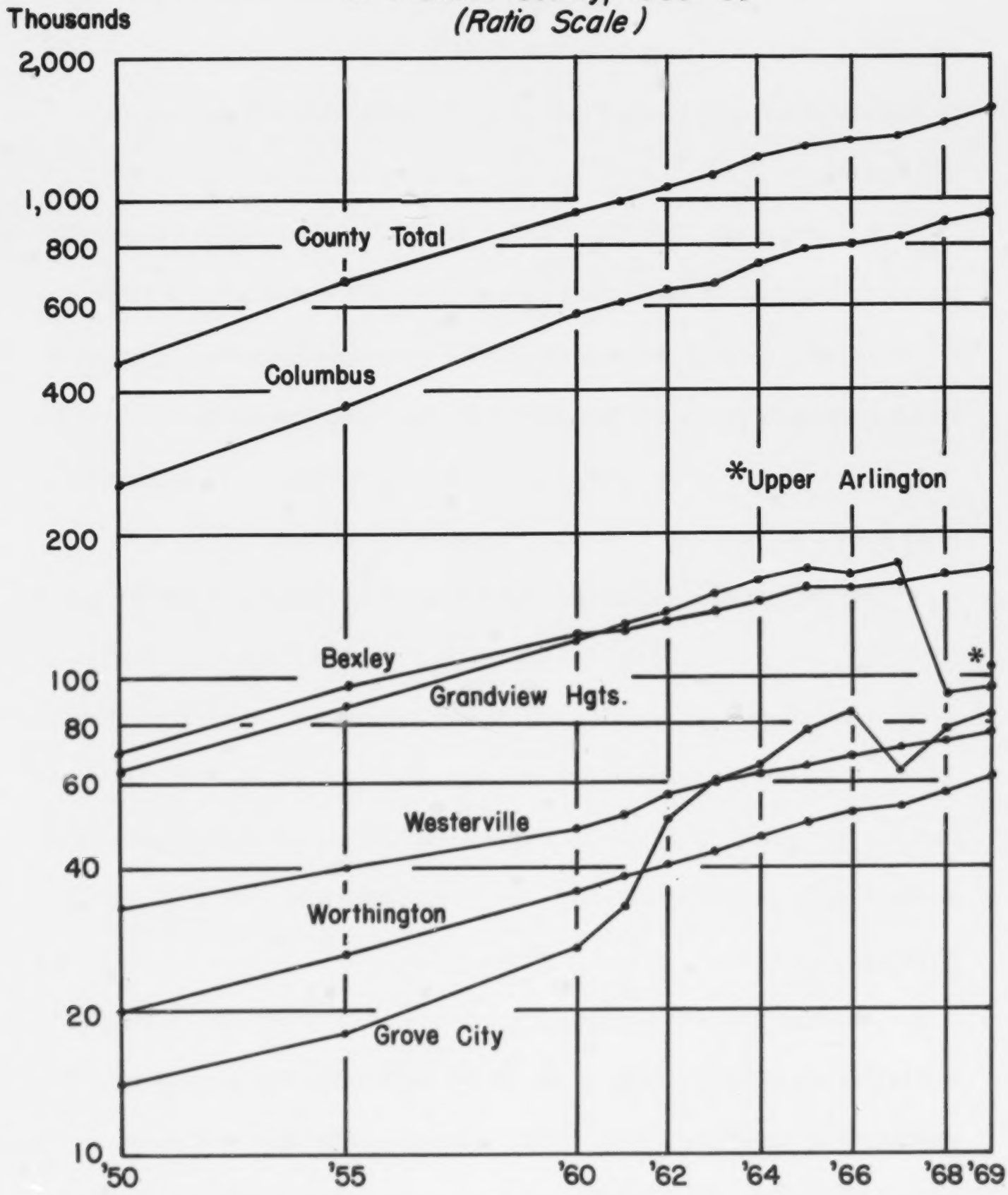
One measure of the services offered by the public library is found in the inventory of books. Of course, the book-inventory measure is a very imperfect index of library services. Increase in the inventory of books may mean an improvement in the collection, but it may indicate nothing more than an inadequate policy of discarding little used or obsolete items from the collection. Moreover, a simple count of items in the library collection ignores the possibility that significant differences exist among individual items in their value to the library collection. Nevertheless it serves as one index to library growth.

The collection of books in Franklin County Public libraries illustrates the pattern of growth referred to above. Starting from a total county-wide inventory of 456, 000 books in 1950, the library collections more than doubled by 1960. Since 1960 growth in the collections has continued, though at a reduced rate. By 1969 the number of books in Franklin County public libraries reached 1, 524 million (Fig. 1).

Growth in the collections of the Columbus Public Library has been relatively steady over this 18 year period. Of the suburban library districts, most also show steady growth, though somewhat less rapid than that of Columbus. The slower rate of growth in book collections in the suburban libraries might seem surprising, since in most metropolitan areas the suburbs are growing more rapidly than the central city. In Franklin County, however, many of the suburban communities are surrounded by the city of Columbus. Their population growth has essentially come to an end, while the city, having annexed rural areas beyond the suburban municipalities, continues to experience population growth. The cities of Grandview, Marble Cliff, Bexley, Worthington, and Upper Arlington are now all either completely or almost completely surrounded by the city of Columbus.

Of course, the libraries draw their patronage from a larger area than merely the municipality or school district of which they

Figure I
Total Book Inventory, Library Systems
in Franklin County, 1950–69
(Ratio Scale)



Source: Ohio Directory of Libraries, The State Library of Ohio, Annual.

are subsidiaries. Thus, for example, the increase in patronage of the Bexley Library reflects not simply changes in the population of Bexley (or more properly The Bexley School District), but growth in the areas around Bexley that are officially part of the city of Columbus.

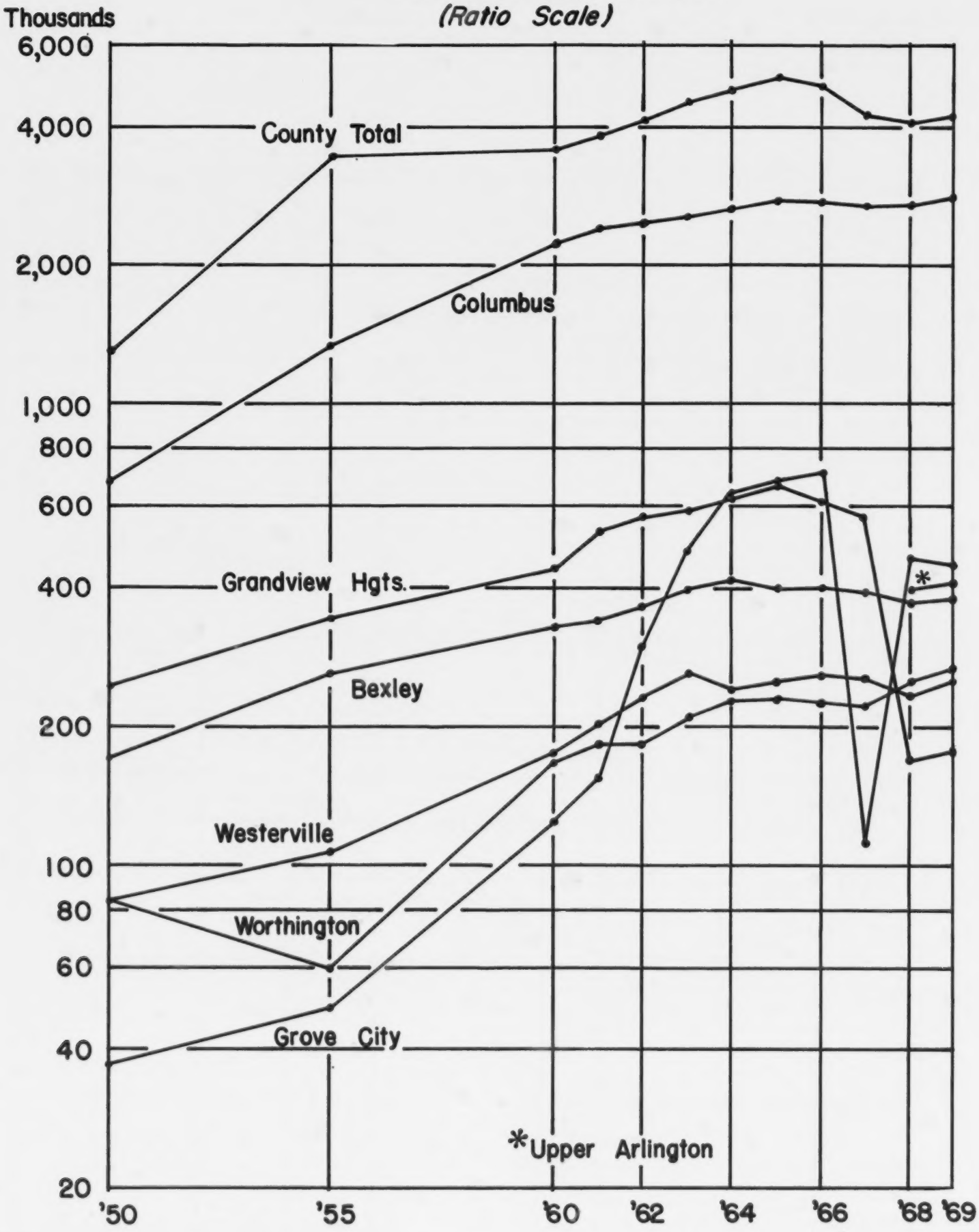
Nevertheless, the facilities of the Columbus Public Library, as measured by the collection of books, has been growing a little more rapidly than those of most of the suburban libraries. Special mention should be made, however, of the rapid growth in the Grove City Library collection between the years 1960-1966. This growth also shows up in other measures of library service. (Fig. 2 & 3)

The above discussion pertains only to number of books in the library. The public libraries also provide other materials for loan, such as phonograph records, films and filmstrips, and art materials. All of these have grown in importance, both absolutely and relatively, in the circulation by Franklin County libraries. Yet, they account for a very small proportion of total library materials.

Circulation

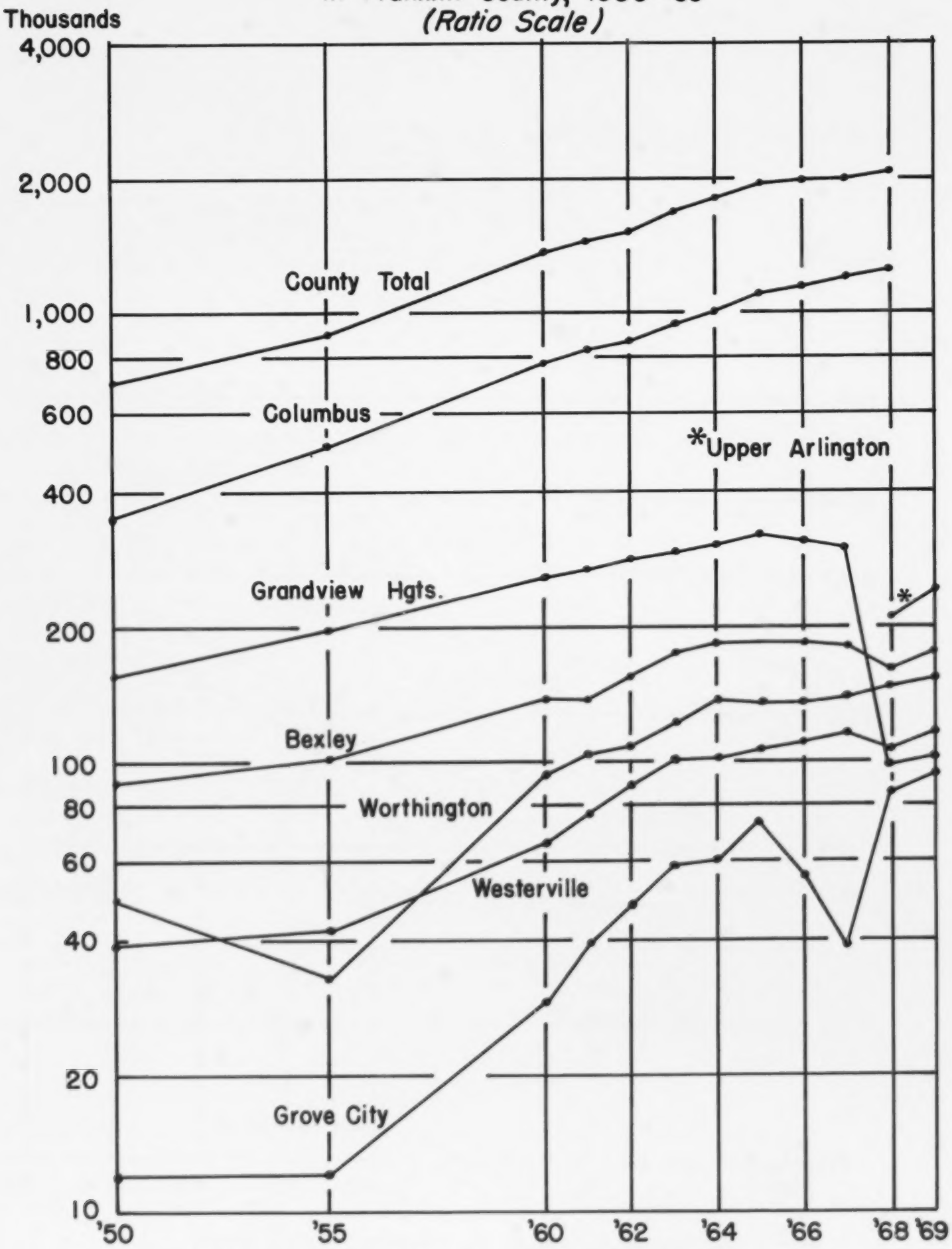
Another measure of library service is circulation. Like the statistics on library collections, those on circulation also pose problems of interpretation. Much library usage does not show up in circulation of materials; use of records facilities, for example,

Figure 2
Total Book Circulation, Library Systems
in Franklin County, 1950-1969
(Ratio Scale)



Source: Ohio Directory of Libraries, The State Library of Ohio, Annual.

Figure 3
Total Adult Circulation, Library Systems
in Franklin County, 1950–69
(Ratio Scale)



Source: Ohio Directory of Libraries, The State Library of Ohio, Annual.

or use of the reading room for perusal of newspapers and periodicals, often is not associated with borrowing materials. Thus circulation alone tends to understate library usage for those libraries that have extensive facilities of that sort. Moreover, circulation figures are not standardized among libraries. Not all libraries count circulation the same way. For example, some libraries provide much material to elementary school teachers. Thus, for example, if a teacher obtains ten books from the library for use by her class of 30 pupils, this might be counted in some libraries as 10 items circulated, while other libraries might count it as 300 circulations, working on the assumption that each of the 30 pupils reads each of the 10 books the teacher has withdrawn. Another example of the difficulty of comparing circulation figures pertains to films. If a film is borrowed from the library for showing to a group, some libraries count this as one item circulated, while others multiply the number of films withdrawn by the estimated number of persons in the audience at the showing. All of these problems, and perhaps others that are not as readily apparent, suggest the advisability of caution in drawing inferences from circulation figures.

According to the reported circulation of Franklin County libraries, the total number of items circulated by all libraries increased enormously over the period 1950 to 1968. In 1950, circulation was estimated at 1.3

million items. In 1969, it was 4.7 million.

Growth in circulation was rather steady up until the mid-1960's. Over the 15 years 1950-1965, circulation almost quadrupled. The year 1965, however, was the peak year for circulation of Franklin County libraries. A decline of more than 10 per cent occurred between 1965 and 1967. Since then most of the decline has been regained. The circulation drop since 1965 is most apparent in the suburbs and in juvenile items. Adult circulation (Figure 3) levelled in 1966 and 1967 but did not decline. For the Columbus Public Library, circulation has been essentially unchanged from 1965 to 1969. Among the suburban libraries, the most dramatic changes are shown in statistics for the Grove City Library, which indicate a sharp drop from 1966 to 1967, with an almost equally sharp recovery in 1968 -- largely a result of a change in the manner of reporting circulation of materials held in libraries in public school buildings where much of the Grove City library collection is located.

In 1950, the Columbus Public Library accounted for about half the county-wide circulation. In the peak year of 1965, the CPL accounted for slightly more than half the total. By 1969, because of the declines that had occurred in circulation by suburban libraries, the CPL share of total circulation had grown to well over half.

Circulation Per Capita

The growth of library circulation is a product of two causes. One

is the growth in population of Franklin County. From a 1950 population of 503, 410 , the County had grown to 814, 513 in 1968. The other contributing factor is the change in circulation per capita.

Since 1950, use of the public libraries by the average Franklin County resident has increased enormously. In 1950, circulations averaged 2. 6 items per capita per year. By 1960 this had doubled to 5. 2. The peak in per capita circulations, like that in total circulations, was reached in 1965. A sharp decline occurred over the next two years, but in 1968 circulations per capita again increased. The 1968 figure, 5. 7 circulations per capita per year was still well over double the 1950 figure.

It would be extremely valuable if one could make similar trend-comparisons of circulation on a per capita basis among the individual library systems within Franklin County. Unfortunately, until this study there have been no population figures for the areas served in practice by each library and branch. Nor have there been population figures for the "official" service areas of school district libraries, defined as the territory covered by the school district itself. The areas actually served by a library of course may differ substantially from the "official" service area.

There is no readily apparent explanation for the leveling off and decline in total library circulation in Franklin County

since 1965. Except for the change noted above regarding school circulations, there appears to be no significant change in the way in which circulations are recorded. To a degree, the pattern in Franklin County merely reflects a nationwide trend toward less intensive use of the public libraries. There is no apparent explanation for the decline that is peculiar to the Franklin County situation.

Library Expenditures

Data on library expenditures show a similar pattern of rapid growth during the 1960's, followed by a slower rate of growth since then.[1] For all libraries in Franklin County, expenditures increased from $520,000 in 1950 to 2.3 million dollars in 1960 -- a more than four-fold increase. The increase appears to have been at about the same rate in CPL and in the suburban libraries. Since 1960 growth in expenditures has slowed. In 1965, the county-wide total was 2.75 million, and in 1968, about 3.1 million. The increase in expenditures in the 1960's appears to have been somewhat greater, in percentage terms, in the suburban libraries than for the CPL. Among the suburban libraries, contrasting patterns are evident. Bexley, Westerville, and Worthington showed moderate growth throughout this period. The Grandview Heights Library actually

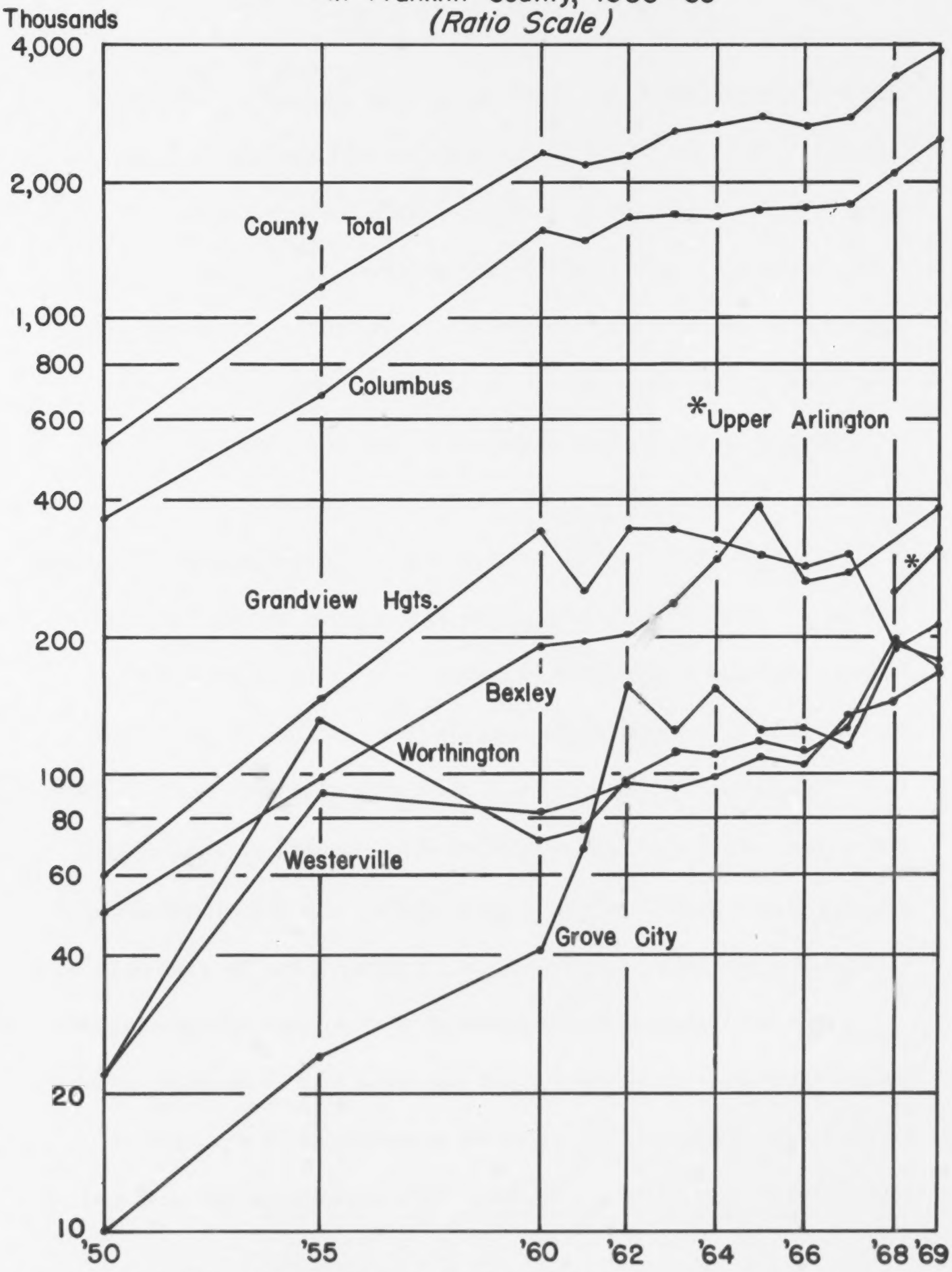
[1] The data discussed here pertain to total expenditures. Operating expenditures alone might give a more accurate picture of changes in library activity, but operating expenditures have only been reported separately for the past several years.

showed somewhat smaller expenditures in 1967 than in 1960, and since then has dropped significantly with the splitting off of the Upper Arlington library. The Grove City Library showed rapid increases from 1960 to 1962 but remained essentially on a plateau from then until 1968, when another sizable increase occurred. The CPL, being far larger, easily overshadows the changes that have occurred in the suburban libraries. Its increase in expenditure from 1960 to 1969 amounted to about 850,000 dollars. (Fig. 4)

It may be of interest to compare growth in expenditure with growth in total circulation, as indicative of changing costs per unit of circulation. In 1950, the average expenditure per item circulated was $ .40. By 1960, following a decade of great expansion in the library holdings and in library expenditures, this figure had increased to $ .64 per unit of circulation. In 1965, it was down to $ .54, probably reflecting a slower rate of growth in the library collections while circulation continued to expand at a rate only slightly diminished from that of the 1960's. By 1968, with lower circulation, the expense per unit of circulation has increased to $ .81.

Further insight into the economics of the public libraries is gained from examining salary and expenses as a proportion of total library expense. In 1950, salaries represented 83 per cent of total library expenditure. By 1955, this percentage had declined

Figure 4
Total Expenditures, Library Systems
in Franklin County, 1950–69
(Ratio Scale)



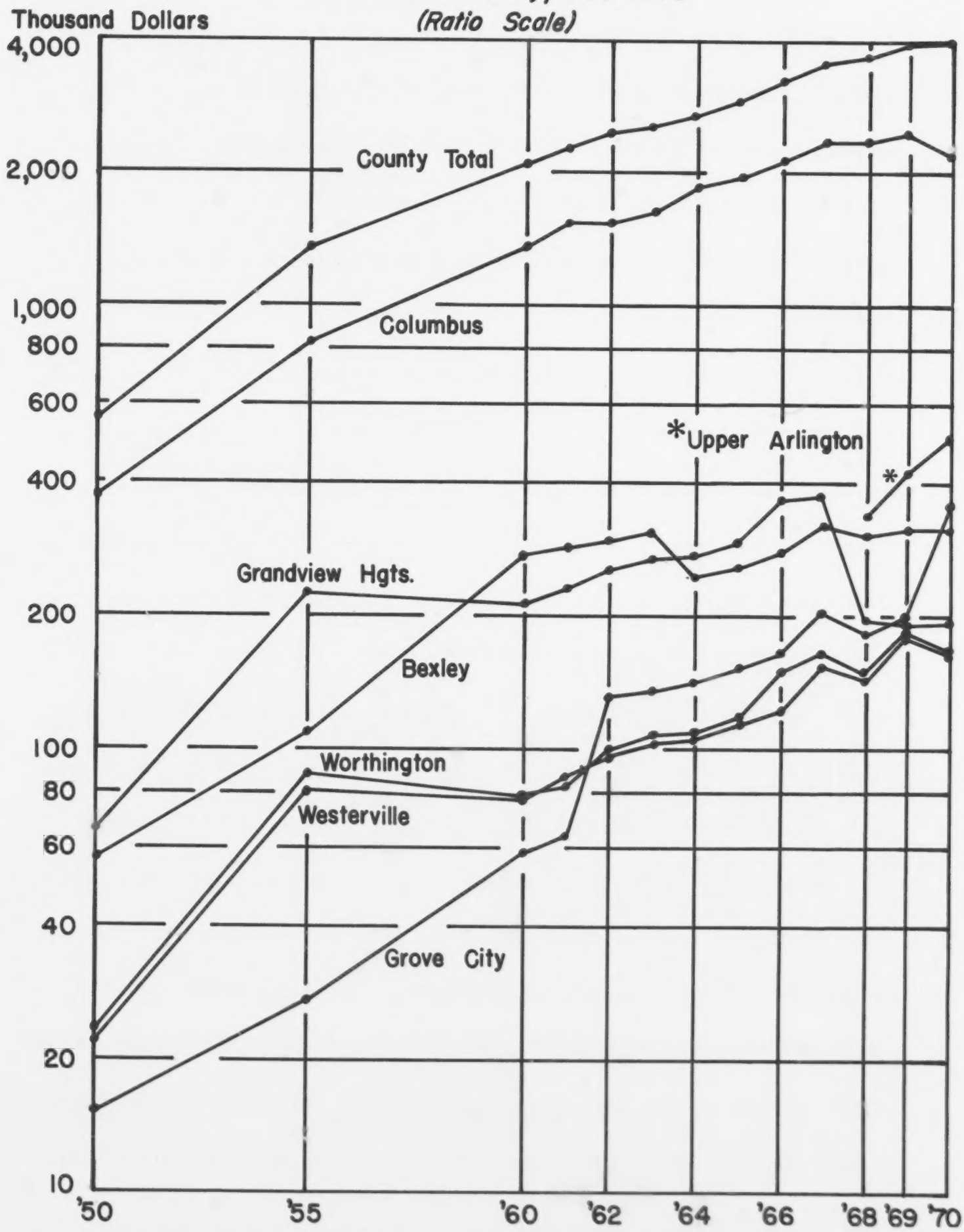
Source: Ohio Directory of Libraries, The State Library of Ohio, Annual.

to 51 per cent, and by 1960 to 42 per cent. Again, this decline probably represents the increased emphasis that was apparently devoted during this period of building up the collections held by Franklin County libraries. After 1960, the proportion of expenditure accounted for by salaries again increased. Perhaps this is a reflection of a more rapid increase in library salary scales in the 1960's. Perhaps also it is a reflection of a shift of emphasis during the 60's away from acquisition of materials toward enhancing and expanding special services of the libraries, for example, by hiring a children's librarian, expanding reference services, and so on. In any event, the salary share of total expenditure increased to 53 per cent in 1965 and to 60 per cent by 1968.

Library Income From the Intangibles Tax

As might be expected, library expenditure trends fall closely in line with library revenue. In Franklin County, as in most other Ohio counties, the bulk of library revenue is obtained from the intangibles tax. This tax, which is imposed under state law on the income yield from intangible personal property such as stocks and bonds, is made available to libraries in accordance with "need". State law provides that the County Budget Commission in each county shall distribute the revenue from this tax to libraries in accordance with their need, with any excess then being available for distribution

Figure 5
Intangibles Tax Revenue, Library Systems
in Franklin County, 1950-1970



Source: Ohio Directory of Libraries, The State Library of Ohio, Annual; and Table 9.1.

to certain selected classes of local government, principally the county and municipalities. In Franklin County, the percentage going to libraries has gradually increased, reaching 100% in 1968. In 1969, however, a small amount was again distributed to the other units of government.

Income from intangibles, for all libraries in Franklin County amounted to $560,000 in 1950. By 1955, this had trebled -- to 1.6 million dollars, and by 1960 had reached 2.1 million dollars. Since 1960, income from intangibles has continued to show rapid growth. In 1965, the aggregate amount paid to libraries from this source had reached three million dollars, and by 1969, 3.90 million dollars. Because the share of this tax going to libraries has now reached 100 per cent, it is not likely that the next decade will see as rapid growth in library revenue as has the past decade.

Interestingly enough, the aggregate amount distributed to libraries has grown more rapidly in recent years than library expenditures. Since 1964, library expenditures have not exhausted the full amount distributed, in any year. The result is that libraries have (apparently) been accumulating reserves of funds from which to finance planned capital improvements. It may be presumed that in future years expenditures, including outlays for capital facilities, will exceed income from the intangibles tax distribution.

Share of Total. While the county total income of libraries from the intangibles tax has grown enormously in the past 20 years, the relative shares have not changed greatly, until 1970. The Columbus library continued to receive slightly over 60 per cent (though this share has declined since the mid-1960's), until 1970 when it received only 56.2 per cent of the total allocation ordered by the Ohio State Board of Tax Appeals. Bexley's share has declined markedly during the past decade. The drop in 1968 in intangibles revenue distributed to the Grandview Heights library is a result of the establishment of a separate system in Upper Arlington. Both Westerville and Worthington increased their proportionate shares over the decade, until 1970 when their shares declined. Grove City's share was raised from a very low 2.7-2.8 per cent in 1960 and 1961 to 5.4 per cent in 1962 and then fluctuated between 5.1 and 5.7 per cent until 1970 when its share was raised to 9.2 per cent of the total allocation. Upper Arlington was the only other system in addition to Grove City to receive a larger share in 1970 under the State Board of Tax Appeals ruling.

The system shares in 1950 and 1955, and annually 1960-1970, are summarized in Table 2.2.

Table 2.2
SHARES IN INTANGIBLE TAX DISTRIBUTION, LIBRARY SYSTEMS IN FRANKLIN COUNTY, SELECTED YEARS, 1950-1970

Year	Total	Columbus	Bexley	Grandview Heights	Grove City	Upper Arlington	Westerville	Worthington
1950	100.0	67.0	10.2	12.0	2.7	----	3.9	4.1
1955	100.0	60.8	8.0	16.7	2.0	----	6.0	6.5
1960	100.0	66.0	13.3	10.5	2.8	----	3.7	3.8
1961	100.0	67.1	12.5	10.2	2.7	----	3.8	3.7
1962	100.0	63.9	12.1	10.5	5.4	----	4.0	4.1
1963	100.0	63.9	12.1	10.5	5.4	----	4.0	4.1
1964	100.0	67.8	9.1	10.1	5.2	----	3.9	3.9
1965	100.0	67.8	8.9	10.1	5.2	----	3.9	4.0
1966	100.0	66.3	8.6	11.5	5.2	----	3.8	4.7
1967	100.0	65.8	9.0	10.6	5.7	----	4.4	4.6
1968	100.0	63.9	8.3	5.3	5.1	9.2	3.9	4.0
1969	100.0	61.7	8.1	5.0	5.1	10.9	4.6	4.7
1970[1]	100.0	56.2	8.1	5.0	9.2	13.0	4.2	4.3

Source: Directory of Ohio Libraries, Annual, The State Library of Ohio; and Table 9.1.

[1]Allocated (by order of Ohio State Board of Tax Appeals, January 3, 1970).

III

NONPUBLIC LIBRARIES IN FRANKLIN COUNTY

Franklin County is more fortunate than most in its available library resources, having within its borders The Ohio State University, Capital University, Otterbein College, Franklin University, and Ohio Dominican College, each of which has more or less extensive library facilities, as well as the library facilities associated with the State Government, including the State Library, The Ohio Historical Society Library, and the libraries of some of the major government agencies. (Table 3.1) The Battelle Memorial Institute and Lockbourne Air Force Base also maintain libraries. The existence of these nonpublic libraries is relevant to any appraisal of the demand for and adequacy of the services of the public library, not only because they meet much of the library needs of their own special clientele who would otherwise depend more heavily on the public library, but because they often provide specialized resources to the general public supplementary to the materials available in the public library.

These nonpublic libraries vary widely in purpose, nature of the materials, and accessability to the general public. The college and university libraries are, generally speaking, open to faculty and students. In-library use by the general public is usually permitted, but borrowing privileges are normally restricted to campus personnel. The collections of the college and university libraries are nevertheless widely available, through cooperation with other libraries, public and nonpublic, via interlibrary loans. The State library is open to members of the general public, but its orientation is mainly toward the needs of the agencies of state government.

The Historical Society Library meets principally specialized needs, serving principally as a research library in the area of Ohio history. The library of the Battelle Memorial Institute, extraordinarily rich in materials relating to sciences and technology, is open to the general public to a limited extent, and cooperates with the libraries through interlibrary loans and in other ways.

Notable among the libraries associated with State agencies are the law library of the Supreme Court and the library of the State Department of Taxation, both of which are open to the general public, and the libraries of the Department of Development, the Bureau of Employment Services, and the Legislative Service Commission, none of which, however, serves the general public directly. The

Lockbourne AFB Library attempts to serve the recreational library needs of base personnel and their families but its resources are not available to the general public except through interlibrary loans.

Looking to the future, librarians in charge of some of the nonpublic libraries in Franklin County see the possibility of a small increase in use of their collections by members of the general public. In general, however, no significant change seems to be in prospect. Several libraries noted the liklihood of an increased volume of interlibrary lending, though, because of the specialized nature of much of the material in these libraries it is probable that only a small part of this increased activity would involve Franklin County users. For purposes of this study, and specifically for gauging the nature and magnitude of 1980 demands in the public library system, it was concluded from this survey that the impact of nonpublic libraries would be essentially unchanged in 1980 from that of the present day.

Table 3.1

LIBRARY RESOURCES AND SERVICES PROVIDED BY SELECTED NONPUBLIC LIBRARIES, FRANKLIN COUNTY

Library	Nature of Library	Approximate size of collection	Major specialized collections	Open to Public	Hours per week	Interlibrary loans	Professional library personnel
Battelle Memorial Institute	Technical: Sciences and technologies	125,000	Metallurgies; physics, chemistry, engineering; Russian science and technology	Main floor only; no circulation to public	40	yes	14
Capital University	General Academic	100,000	Lois Lenske Collection	No circulation to public	82	yes	8
Franklin University	Engineering, technology	15,500		yes, borrowing privileges extended on special request	72	yes	1
Lockbourne AFB	Recreational	21,000		No	61	yes	1
Ohio Dominican College	General Academic	51,000		No	70	yes	3
Ohio Historical Society	Historical	90,000	Ohio Documents; travel in Midwest in 18th and 19th Centuries; Quaker collection; trade catalogs; newspapers; historical photographs; geneology	Yes	44	yes	5

(continued on next page)

Table 3.1 (Concluded)

LIBRARY RESOURCES AND SERVICES PROVIDED BY SELECTED NONPUBLIC LIBRARIES, FRANKLIN COUNTY

Library	Nature of Library	Approximate size of collection	Major specialized collections	Open to public	Hours per week	Interlibrary loans	Professional library personnel
State Library of Ohio (Information Resources and Services Division)	State Government Reference	1,289,000	Documents of Ohio and the States; State Government; Management, Education; Geneology	Yes; but reference on loan service directed primarily to state government	40	yes	7
Ohio Bureau of Employment Security	Psychology; counselling; vocational guidance; interviewing	1600		No	40	With State Library only	0
Ohio Department of Taxation	Taxation; financial statistics	1500	Taxation	Yes	45	No	1
Ohio Supreme Court Library	Legal	114,000		Yes	40	No	4
Ohio Legislative Service Commission	Governmental	7,000	Public administration; taxation	No	40	Yes	1
The Ohio State University Library	General Academic	2.4 million	James Thurber collection; German Baroque literature; Science fiction magazine collection; manuscripts and first editions of contemporary writers	In-library use only	105	Yes	94
Otterbein College Library	General Academic	90,000		For in-library use - limited circulation privileges to public	90	Yes	3

PART II

LIBRARY USAGE IN FRANKLIN COUNTY, 1969

IV

QUANTITY AND CHARACTERISTICS OF USE

In the formulation of a plan for the development of Franklin County Public Libraries, the marketing and system approaches originated in this study require the careful quantification and projection of the volume of public library usage in all parts of the Franklin County system.

User Visits

This study therefore develops a new measure of library usage -- "user-visits" per year -- that is, the aggregate number of visits by all library users in a time period. This is a measure that, like "passenger-miles", incorporates both the number of library visitors and extent or frequency of use. "User-visits" thus provides the best approximate quantification of active library usage -- better than number of users only since it reflects also their frequency of use; better than number of registrations since the number of inactive registrants not only is unknown but varies over time; better than circulation because much important library usage does not result in a book (or other) charge-out, and because

of differences from library to library and over time in what constitutes an instance or an item of "circulation".

Sample Survey

Libraries do not customarily maintain attendance counts - - none of the Franklin County public libraries has had such records. In any case total attendance, while itself constituting the sum of user-visits, would not provide information on the frequency of use by individuals and the differences in frequency-of-use patterns among different libraries, population groups, etc.

To provide a basis for measuring user-visits and differences in frequency, therefore, inquiry as to number of visits per year both at the library visited at the time of the survey and at the most-visited other (or "second") library (if others were visited) was included in the In-Library Survey which was administered to a sample of all library visitors in each library in a typical week.

THE IN-LIBRARY SURVEY

The marketing approach adapted in this study contemplated not only the development of "hard figures" on the volume of library usage, by each library unit, but also information which would show the profile of present library users -- their social and economic characteristics, their use of various specific library services in each library, and their evaluations of each service for the future, their reasons for selection of a specific library location to visit, and their attitudes toward public libraries generally.

A one-sheet questionnaire was developed for ease of handling and to limit the length so that responses would be maximized. The adult questionnaire used both sides of the sheet (see Appendix B 1).

Information about children's use of the library (at each location) was also desired but the idea of administering a questionnaire to children, at the libraries, was approached with some misgivings. A shorter questionnaire, for children in grades 4, 5, and 6, was devised, however, and included in the pretest of the questionnaire. Several hundred preliminary (typed and reproduced) questionnaires were pretested at the Worthington Public Library (located in an area of suburban, white, middle and upper-middle income, high education population) and at the Shephard Branch of the Columbus Public Library (located in an area of a multi-racial, lower-middle and middle income, limited education population). The results of the pretest indicated a surprisingly high proportion of good, complete responses from the children (as well as the hoped for high and complete response from adults). The children's questionnaire was finalized and limited to one side of the sheet -- (see Appendix B 2).

Management of the Sample Survey

The questionnaires in the In-Library Survey were distributed simultaneously at each of the 26 Franklin County public libraries and branches during the week of October 4-10, 1969. The distribution of the questionnaires to the sample of adults and children as they entered the library was conducted by some 90 women hired, scheduled, instructed and supervised by the staff of

this study. (Librarians took no part in the handing out of the questionnaires.) The survey staff answered questions (almost entirely from children) about the questionnaires, and received and bundled the completed questionnaires, identifying them by period of day and day of the week and by library. They also kept an exact tally of the number of adults, and the number of children entering the library, by period of the day and day of the week, in order to provide an accurate universe - count of the number of visitors during the survey week.

The numbers of questionnaires to distribute to adults, and to children, were specified for each day and time-of-day periods for each library on schedule sheets provided. These specifications of the sample were developed from estimates of attendance, adult and children, previously obtained from the librarians and branch librarians.

The distribution of the total attendance count and of the sample of completed forms, by library, is shown in Table 4.0. The sampling rate varied around 24 per cent of the adult visitors for the week, and around 20 per cent of the children. The response rate was gratifyingly high --- nearly 70 per cent - as is shown by the figures in Appendix Table A4.0.

The composition of the adult and children samples by population characteristics is shown for each library, and total, in Appendix Tables A4.1 and A4.2.

The sample was not only large but representatively distributed among all classifications of the library - users population. There was every indication, also, when the results were tabulated, that the quality of the

Table 4.0

In-Library Survey: NUMBER OF VISITORS, COMPLETED QUESTIONNAIRES, AND SAMPLING RATE, WEEK OF OCTOBER 4-10, 1969

LIBRARY	NUMBER OF VISITORS			NUMBER OF COMPLETED FORMS[1]			SAMPLING RATE(%)		
	Adult	Children	Total	Adult	Children	Total	Adult	Children	Total
Columbus Public-Main	1,926	272	2,198	610	22	632	32	8	29
Beechwold Br.	1,620	645	2,265	317	139	456	20	22	20
Clintonville Br.	1,718	487	2,205	377	107	484	22	22	22
Franklinton Br.	152	236	388	65	64	129	43	27	33
Gahanna Br.	287	204	491	84	37	121	29	18	25
Hilliard Br.	931	939	1,870	259	131	390	28	14	21
Hilltonia Br.	585	322	907	95	72	167	16	22	18
Hilltop Br.	1,648	500	2,148	444	76	520	27	15	24
Linden Br.	643	375	1,018	184	113	297	28	30	29
Livingston Br.	1,406	658	2,064	306	106	412	22	16	20
Martin Luther King Br.	575	316	891	148	50	198	26	16	22
Morse Road Br.	1,989	707	2,696	440	112	552	22	16	20
Northern Lights Br.	1,309	644	1,953	198	186	384	15	29	20
Northside Br.	532	279	811	199	43	242	37	15	30
Parsons Br.	671	565	1,236	120	107	227	18	19	18
Reynoldsburg Br.	1,203	551	1,754	225	65	290	19	12	17
Shepard Br.	430	436	866	153	94	247	36	22	29
Whitehall Br.	1,416	491	1,907	417	155	572	29	32	30
Total, Columbus	(19,041)	(8,627)	(27,668)	(4,641)	(1,679)	(6,320)	(24.37)	(19.46)	(22.84)
Bexley Public Library	3,070	771	3,841	883	98	981	29	13	26
Grandview (Upper)	1,540[2]	470[2]	2,010[2]	349	92	441	23	30	22
Grandview (Lower)	386	174	560	86	20	106	22	11	19
Grove City Public Library	721	321	1,042	162	73	235	22	23	23
Upper Arlington Tremont	2,482	588	3,070	470	107	577	19	18	19
Upper Arlington Lane	911	260	1,171	191	38	229	21	15	20
Upper Arlington Miller Park	301	260	561	60	45	105	19	17	19
Westerville	2,018	924	2,942	392	242	634	19	26	22
Worthington	2,473	571	3,044	682	186	868	28	33	29
Totals, Suburban	(13,902)	(4,339)	(18,241)	(3,275)	(901)	(4,176)	(24)	(21)	(23)
COUNTY TOTAL	32,943	12,966	45,909	7,916	2,580	10,496	24.03	19.90	22.86

[1] Preliminary manual count

[2] Partly estimated, after belated discovery that tally sheets

(continued next page)

Source: OSU In-Library Survey of Users of Franklin County Public Libraries, Fall, 1969

Footnotes to Table 4.0 (concluded)

of exact attendance were not made for all days of the week. Estimates for the days not tallied are considered to be very close approximations, however, The estimating method is as follows:

Day	GRANDVIEW: PRE-ESTIMATE											ARLINGTON MAIN ACTUAL		GRANDVIEW FINAL		
	TOTAL			CHILDREN				ADULTS								
	%	No.[1]	No.	%	No.	% of Total	No.	%	No.	% of Total	No.	No.	% of Total	From Pre-Estimates	From Arlington Actual	Final Actual & Estimated[2]
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
ADULTS																
Saturday	20*	(336)	360	20*	72	14.0	112	80*	288	22.4	224	405	16.3			281(act)
Monday	25*	(437)	450	25*	112.5	21.8	175	65*	337.5	26.2	262	463	18.7			354(act)
Tuesday	20*	(389)	360	35*	126	24.6	197	65*	234	18.2	182	544	21.9			311(act)
(Subtotal-Actual)		(1162)	(1170)							(66.8)	(668)	(1412)	(56.9)	(946)	(946)	(946)(act)
Wednesday	15*	(284)	270	35*	94.5	118.5	148	65*	175.5	13.6	136	374	15.1	192	250	221(est)
Thursday	10*	(189)	180	35*	63	12.3	98	65*	117	9.1	91	386	15.5	129	358	194(est)
Friday	10*	(175)	180	25*	45	8.8	79	75*	135	10.5	105	310	12.5	149	208	179(est)
TOTAL*	100*	(1800)	1800*		513	100.0	800*		1287.0	100.0	1000*	2482	100.0	1416	1662	1540
CHILDREN																
Saturday						14.0						113	19.2			80(act)
Monday						21.8						110	18.7	107	84	94(est)
Tuesday						24.6						109	18.5			68(act)
Wednesday						18.5						95	16.2	91	73	82(est)
Thursday						12.3						87	14.8			111(act)
Friday						8.8						74	12.6			35(act)
(Subtotal-Actual)						(59.7)						(383)	(65.1)	294	294	(294)(est)
TOTAL						100.0						588	100.0	492	452	470

*Estimates supplied by librarian prior to In-Library Survey. Other figures in the "Grandview: Pre-Estimates" matrix are computed from the pre-estimates.

[1]Sum of columns (7) and (11).

[2]Actually tallied, or estimated as average of columns (14) and (15).

responses was high. The stability of the tabulated results among classifications and their conformance to results anticipated on a logical or a priori basis, indicate that respondents must have marked their answers carefully, seriously and thoughtfully.

AGGREGATE USE -- ADULTS

The completed questionnaires were edited and checked, and from the residence address approximation ("the ____ 00 block of"), coded by census tract in which the respondents reside.

Primary Service Area

The tabulation, for each library, of the number of persons visiting a given library that resided in each census tract, provided the basis for defining each library's "Primary Service Area".

The Primary Service Area of each library, defined as including those contiguous census tracts that had a predominant number of adult library visitors to that library, is shown in Table 4.1. and in Map 1 (folded and inserted facing page 218). Table 4.1. also shows the per cent of the total adult visitors to each library residing in the most important tract in the library's Primary Service Area, in the second most-important tract, and so on, and the aggregate per cent of total visitors accounted for by all the tracts in the Primary Service Area, and by All Other Areas.

In a few cases, it may be noted, tracts were split between libraries. This was done where no single library was clearly dominant for that tract, but, instead, library attendance was about equally divided among two or

Table 4.1

PRIMARY SERVICE AREA[1] OF EACH FRANKLIN COUNTY PUBLIC LIBRARY

Library (Code No.)	Total number of visitors (Adults)	PRIMARY SERVICE AREA													OTHER AREAS SERVED
		1st Tract	2nd Tract	3rd Tract	4th Tract	5th Tract	6th Tract	7th Tract	8th Tract	9th Tract	10th Tract	11th Tract	12th Tract	13th Tract	Total	All Other Tracts
Columbus-Main (01)	1,926															
Tract No.		39*	40*	38*	35*	52*	23p*	30*	34*							123 Oth. Tracts
Per Cent of Total		4.0%	2.6%	2.3%	1.2%	1.2%	0.4%	0.4%	0.2%						12.3%*	87.7%
Beechwold (02)	1,620															
Tract No.		1.1	1.2	2.1	2.2p	68.2p	78.1p	63.9p	78.9p							32 Oth. Tracts
Per Cent of Total		15.9%	15.2%	12.0%	11.7%	10.4%	9.7%	6.5%	0.6						82.0%	18.0%
Clintonville (03)	1,718															
Tract No.		5.0	4.2	4.1	2.2p	6.0	10.0	11.1	78.2	12.0	13.0					27 Oth. Tracts
Per Cent of Total		17.3%	15.0%	13.5%	12.6%	10.9%	7.0%	3.2%	3.2%	1.8%	0.9%				85.4%	14.6%
Franklinton (04)	152															
Tract No.		51.0	41.0	50.0	43.0	42.0										11 Oth. Tracts
Per Cent of Total		26.6%	23.4%	17.2%	9.4%	1.6%									78.2%	21.8%
Gahanna (05)	287															
Tract No.		74.2	73.9	74.9												6 Oth. Tracts
Per Cent of Total		68.4%	13.2%	7.9%											89.5%	10.5%
Hilliard (06)	931															
Tract No.		79.1	79.9	62.0p	80.0p											11 Other Tracts
Per Cent of Total		52.8%	37.1%	2.6%	1.7%										94.2%	5.8%
Hilltonia (07)	585															
Tract No.		49.0	83.2p	48.0p	47.0p											7 Oth. Tracts
Per Cent of Total		29.9%	21.8%	16.1%	11.5%										79.3%	20.7%
Hilltop (08)	1,648															
Tract No.		46.0	45.0	81.1	83.2p	83.1	48.0p	82.9p	83.9p	47.0p	81.2	81.9	82.1	80.0p		16 Oth. Tracts
Per Cent of Total		24.6%	18.9%	7.2%	6.2%	5.7%	5.0%	5.0%	4.7%	4.5%	3.5%	3.5%	3.5%	0.7%	93.0%	7.0%
Linden (09)	643															
Tract No.		9.0	75.9p	7.2	75.1p	7.1	7.3	14.0	15.0							15 Oth. Tracts
Per Cent of Total		30.2%	14.5%	8.9%	7.8%	6.1%	4.5%	3.9%	0.6%						76.5%	23.5%
Livingston (10)	1,406															
Tract No.		93.3p	93.2	93.1p	94.0p											17 Oth. Tracts
Per Cent of Total		42.7%	27.6%	9.1%	3.5%										82.9%	17.1%

(*Nominal Area)

(Continued on next page)

Table 4.1 (continued)

PRIMARY SERVICE AREA[1] OF EACH FRANKLIN COUNTY PUBLIC LIBRARY

Library (Code No.)	Total number of visitors	PRIMARY SERVICE AREA													OTHER AREAS SERVED
		1st Tract	2nd Tract	3rd Tract	4th Tract	5th Tract	6th Tract	7th Tract	8th Tract	9th Tract	10th Tract	11th Tract	12th Tract	13th Tract	Total	All Other Tracts
(11)																
Martin Luther King	575															22 Oth. Tracts
Tract No.		25.2p	28.0	37.0p	54.0	36.0	24.0	29.0							70.2%	29.8%
Per Cent of Total		26.4%	17.3%	11.6%	5.8%	4.1%	3.3%	1.7%								
Morse Road (12)	1,989															34 Oth. Tracts
Tract No.		69.2p	77.2	69.9p	77.9p										79.1%	20.9%
Per Cent of Total		42.1%	27.1%	6.9%	3.0%											
Northern Lights (13)	1,309															16 Oth. Tracts
Tract No.		77.1	77.9p	8.0	3.1	3.2	3.3	75.9p							73.9%	26.1%
Per Cent of Total		22.5%	18.8%	16.8%	4.7%	3.7%	3.7%	3.7%								
Northside (14)	532															22 Oth. Tracts
Tract No.		22.0	20.0	17.0	18.2	21.0	16.0	18.1	32.0	31.0	23.0p				84.8%	15.2%
Per Cent of Total		23.0%	11.5%	11.5%	10.4%	8.7%	6.6%	6.0%	3.3%	2.7%	1.1%					
Parsons (15)	671															8 Oth. Tracts
Tract No.		88.2	56.0	57.0	87.0	58.0	59.0	52.0	61.0	88.1	60.0	55.0	53.0	95.2	91.9%	8.1%
Per Cent of Total		18.2%	15.5%	10.0%	9.1%	7.3%	7.3%	4.5%	4.5%	4.5%	3.7%	3.7%	1.8%	1.8%		
Reynoldsburg (16)	1,203															6 Oth. Tracts
Tract No.		93.9	93.1p												93.8%	6.2%
Per Cent of Total		85.5%	8.3%													
Shepard (17)	430															16 Oth. Tracts
Tract No.		25.1	26.0	25.2p	75.1p	75.9p	76.0								82.9%	17.1%
Per Cent of Total		47.8%	11.2%	9.0%	8.2%	6.0%	0.7%									
Whitehall (18)	1,416															21 Oth. Tracts
Tract No.		92.3	92.4	93.1p	92.1	93.4	92.2	92.5	93.9	27.3p	27.5p	74.1	27.1p	93.5	78.8%	21.2%
Per Cent of Total		17.1%	14.0%	9.1%	6.9%	6.6%	4.6%	4.6%	4.0%	3.4%	3.4%	2.6%	1.4%	1.1%		
	(19,041)															

(Continued on next page)

Table 4.1 (Concluded)

PRIMARY SERVICE AREA[1] OF EACH FRANKLIN COUNTY PUBLIC LIBRARY

Library (Code No.)	Total number of visitors	PRIMARY SERVICE AREA														OTHER AREAS SERVED
		1st Tract	2nd Tract	3rd Tract	4th Tract	5th Tract	6th Tract	7th Tract	8th Tract	9th Tract	10th Tract	11th Tract	12th Tract	13th Tract	Total	All Other Tracts
Bexley (20)	3,070															
Tract No.		89.0	91.0	90.0	93.3p	27.6	27.8	27.4	27.3p	27.5p	27.2	37.0p	94.0p	27.7		46 Oth. Tracts
Per Cent of Total		17.2%	17.0%	11.1%	9.0%	5.8%	5.0%	3.8%	2.5%	2.2%	1.7%	1.5%	1.5%	1.0%	80.6%	19.8%
Grandview Hts.											Bexley	14th Tract	15th Tract			
Tract No.		85.0	84.0	19.0	66.0p	82.9p	78.9p	82.2				27.1p	86.0			
Upper (30)	1540															
Per cent of Total		20.6%	20.3%	13.6%	9.2%	5.0%	2.5%	0				0.9%	0.4%		71.2%	47 Oth. Tracts 28.8%
Lower (31)	386															
Per cent of Total		11.7%	13.0%	14.3%	6.5%	0	7.8%								53.3%	21 Oth. Tracts 46.7%
Grove City (40)	721															
Tract No.		97.1	97.9	96.0	98.0	83.9p										
Per Cent of Total		53.9%	21.1%	11.8%	5.9%	3.9%									96.6%	5 Oth. Tracts 3.4%
Upper Arlington (50)	2,482															
Tract No.		63.2	63.3	63.1	64.3p	65.0p	64.1	64.2	78.1p	63.9p						
Per Cent of Total		19.2%	17.4%	15.1%	13.1%	7.2%	5.9%	5.0%	4.5%	2.9%					90.3%	18 Oth. Tracts 9.7%
Lane Branch (51)	911															
Tract No.		65.0p	64.3p	66.0p	78.9p	63.2p										
Per Cent of Total		28.2%	24.7%	9.2%	5.7%	5.7%									73.5%	18 Oth. Tracts 26.5%
Miller Pk. (52)	301															
Tract No.		66.0p														
Per Cent of Total		66.1%													66.1%	8 Oth. Tracts 33.9%
Westerville (60)	2,018															
Tract No.		71.0	70.0	72.0												
Per Cent of Total		45.4%	44.5%	2.9%											92.8%	14 Oth. Tracts 7.2%
Worthington (70)	2,473															
Tract No.		67.0	68.1	63.9p	69.1	69.9p	68.2p	69.2p	62.0p							
Per Cent of Total	(32,349)	37.4%	12.3%	11.3%	10.9%	7.0%	6.4%	6.4%	1.1%						92.8%	23 Oth. Tracts 7.2%

[1] Delineated as contiguous census tracts in which reside 75 per cent or more (except Columbus Main, Martin Luther King and Grandview Heights (Upper and Lower), and Upper Arlington branches) of adult (not including children under 13) users of each library or branch.

Source: O.S.U. In-Library Survey of Users of Franklin County Public Libraries, Fall, 1969.

three libraries. (A ready example of a tract split is Tract 2.2. Library attendance from that tract was about equally divided between the Beechwold and the Clintonville branches.)

For nearly all the libraries and branches it will be noted that the large preponderance of a library's adult users live within the respective Primary Service Areas. A notable exception to this is the Main Library of the Columbus Public Library. The area surrounding the Main Library supplies only 12.3 per cent of "Main's" total adult users. As might be expected the Columbus Main Library in fact serves just about the entire county. In the week surveyed Columbus Main had visitors from 123 of the some 139 noninstitutional tracts in the county outside of its own immediate vicinity. Grandview Heights and Bexley Public Libraries also have smaller than usual proportions of visitors from their Primary Service Areas and substantial patronage from wider areas.

Aggregate Usage

The total usage at each library from visitors answering the questionnaire at that library as the "principal" library, is shown in Table 4.2 by Primary Service Area and All Other Areas. In general, because of the somewhat greater average visits per year by persons from within the Primary Service Areas, the concentration of volume of usage (user-visits) is slightly greater than for number of visitors. Total yearly visits at their "principal" library by the 32,943 visitors in the survey week were 1,018,424.

Table 4.2

ADULTS: TOTAL VISITS AT PRINCIPAL LIBRARY: AGGREGATE USAGE, BY PRIMARY SERVICE AREA AND ALL OTHER AREAS, BY LIBRARY

Library	TOTAL			PRIMARY SERVICE AREA					ALL OTHER AREAS		
	Number of visitors	Average number of visits per year	Aggregate usage (user-visits)	Per cent of total visitors (sample)	Number of visitors	Average number of visits per year	Aggregate Usage (user-visits) No.	% of total	Number of visitors	Average number of visits per year	Aggregate usage (user-visits)
	No.	No.	No.	%	No.	No.	No.	%	No.	No.	No.
Columbus-Main	1,926	25.20	48,535	12.3	237	42.65	10,108	20.8	1,689	22.83	560
Beechwold	1,620	33.23	53,833	82.0	1,328	35.17	46,706	86.8	292	24.04	7,020
Clintonville	1,718	33.77	58,017	85.4	1,467	36.16	53,047	91.4	251	19.31	4,847
Franklinton	152	30.80	4,682	78.2	119	31.69	3,771	80.5	33	27.93	922
Gahanna	287	26.89	7,717	89.5	257	27.54	7,078	91.7	30	24.00	720
Hilliard	931	32.52	30,276	94.2	877	32.54	28,538	94.3	54	32.18	1,738
Hilltonia	585	35.89	20,996	79.3	464	37.25	17,284	82.3	121	30.47	3,687
Hilltop	1,648	30.70	50,594	93.0	1,533	30.89	47,354	93.6	115	28.00	3,220
Linden	643	25.23	16,223	76.5	492	25.34	12,467	76.8	151	24.82	3,748
Livingston	1,406	27.05	38,032	82.9	1,166	27.97	32,613	85.8	240	22.42	5,381
Martin Luther King	575	35.51	20,418	71.1	409	40.09	16,397	80.3	166	24.23	4,022
Morse Road	1,989	24.97	49,665	79.1	1,573	25.44	40,171	80.9	416	23.08	9,601
Northern Lights	1,309	30.32	39,689	73.9	967	31.58	30,538	76.9	342	26.72	9,138
Northside	532	31.11	16,551	84.8	451	32.06	14,459	87.4	81	25.76	2,087
Parsons	671	29.23	19,613	91.9	617	29.89	18,442	94.0	54	24.09	1,300
Reynoldsburg	1,203	33.95	40,842	93.8	1,128	34.28	38,668	94.7	75	29.42	2,206
Shepard	430	35.21	15,140	82.9	356	35.03	12,471	82.4	74	36.00	2,664
Whitehall	1,416	27.15	38,444	78.8	1,116	29.43	32,844	85.4	300	18.69	5,667
Bexley	3,070	32.83	100,788	80.6	2,474	34.97	86,516	85.8	596	23.43	13,964
Grandview Hts.-Upper	1,540	35.10	54,054	71.2	1,096	38.54	42,240	78.6	444	25.87	11,486
Grandview Hts.-Lower	386	31.77	12,263	53.3	206	44.77	9,223	76.5	190	16.91	3,044
Grove City	721	37.57	27,088	96.6	696	37.92	26,392	97.4	25	33.36	834
Upper Arlington-Main	2,482	29.91	74,237	90.3	2,241	30.60	68,575	92.4	241	23.79	5,733
Upper Arlington-Lane	911	29.75	27,102	73.5	670	32.81	21,983	81.1	241	21.57	5,198
Upper Arlington-Miller	301	41.90	12,612	66.1	199	46.26	9,206	73.0	102	33.18	3,384
Westerville	2,018	33.15	66,897	92.8	1,873	34.07	63,813	95.4	145	20.83	3,020
Worthington	2,473	29.97	74,116	92.8	2,295	30.24	69,401	93.6	178	26.23	4,669
TOTAL: All libraries	32,943	30.84*	1,018,424	--	--	--	--	--	--	--	--

NOTE: Row totals may not equal sums of parts due to rounding and to slight differences in weights in computation of Aggregate Usage for Primary Service Areas and All Other Areas.

*Calculated from totals of Colums 1 and 3 -- i.e., with "universe weights". Average calculated from total sample is 30.54.

Source: O.S.U. In-Library Survey of Users of Franklin County Public Libraries, Fall, 1969.

Visitors were asked to name the "other library most visited" (if they did visit other libraries) and the number of times per year they visited this "second" library. Obviously, with an average of 50 per cent of the adults (and up to 70-77 per cent in the case of three libraries) "also going to other public libraries" (see Table 5. 4) the usage of any given library (say library 02 -- Beechwold) is not measured by the user-visits of those questioned at that library, but consists also of the user-visits of persons questioned at other libraries (say, 03 and 04) and who name library 02 as an "other library most visited". Therefore the usage of library 02 consists of visits by those answering at 02 and by those answering at 03 and 04, etc.

Those indicating visits at library 02 as the second library were, of course, apt to live in the vicinity of this library - - except in the case of the Columbus Public Library Main Library, located in the downtown area of the city. The user-visits to each library as a "second" library - - to library 02, by persons answering at Library 03, 04, etc., for example - - were tabulated by the residence of the user - whether in the Primary Service Area of the given library (for example, Library 02) or whether in a location beyond the Primary Service Area.

The matrix of adult user-visits by the responding sample to the "second" library is shown in Appendix Tables A4. 4 and A4. 5. Since the sampling rates were not uniform in all libraries the sample numbers of users are not properly additive by columns - i. e. by the "second" library. Thus the rows

Table 4.3

ADULTS: TOTAL VISITS AT PRINCIPAL LIBRARY WHEN NAMED AS "SECOND" LIBRARY USUALLY VISITED[1]: AGGREGATE USAGE BY PRIMARY SERVICE AREA AND ALL OTHER AREAS, BY LIBRARY

Library	TOTAL					PRIMARY SERVICE AREA		ALL OTHER AREAS
	Number of Visitors							
	Total at library	Also visiting "second" library[2]	Visits as a "second" library[3]	Average number of visits per year[4]	Aggregate Usage (user-visits)[5]	Per cent of total user-visits (sample)[6]	Aggregate Usage (user visits)[7]	Aggregate Usage (user visits)[8]
	(01)	(02)	(03)	(04)	(05)	(06)	(07)	(08)
	No.	No.	No.	No.	No.	%	No.	No.
Columbus-Main	1,926	1,348	4,999	8.44	42,080	1.1	463	41,617
Beechwold	1,620	863	647	9.15	5,917	64.4	3,811	2,106
Clintonville	1,718	881	342	10.02	3,424	54.1	1,852	1,572
Franklinton	152	62	29	3.66	106	71.0	75	31
Gahanna	287	185	59	7.19	424	38.2	162	262
Hilliard	931	290	61	6.38	404	28.7	116	288
Hilltonia	585	169	183	9.31	1,704	64.3	1,095	609
Hilltop	1,648	694	206	7.78	1,603	43.9	704	899
Linden	643	280	299	8.69	2,599	53.3	1,385	1,214
Livingston	1,406	720	312	12.81	3,997	59.3	2,370	1,627
Martin Luther King	575	335	113	14.49	1,637	44.7	730	907
Morse Road	1,989	1,225	575	9.90	5,693	43.8	2,490	3,203
Northern Lights	1,309	615	496	9.55	4,738	49.7	2,355	2,393
Northside	532	172	23	9.76	205	73.4	150	55
Parsons	671	342	149	7.16	1,067	68.5	730	337
Reynoldsburg	1,203	602	117	6.00	702	70.4	490	212
Shepard	430	239	78	16.76	1,307	69.2	904	403
Whitehall	1,416	735	616	9.10	5,605	52.7	2,954	2,651
Bexley	3,070	1,624	1,109	11.01	12,212	52.9	6,460	5,752
Grandview Hts.-Upper	1,540	487	950	9.33	8,859	38.6	3,420	5,439
Grandview Hts.-Lower	386	296						
Grove City	721	242	84	12.48	1,048	53.8	564	484

(continued on next page)

Table 4.3 (concluded)

ADULTS: TOTAL VISITS AT PRINCIPAL LIBRARY WHEN NAMED AS "SECOND" LIBRARY USUALLY VISITED[1]: AGGREGATE USAGE BY PRIMARY SERVICE AREA AND ALL OTHER AREAS, BY LIBRARY

Library	TOTAL					PRIMARY SERVICE AREA		ALL OTHER AREAS
	Number of Visitors			Average number of visits per year[4]	Aggregate Usage (user-visits)[5]	Per cent of total user-visits (sample)[6]	Aggregate Usage (user-visits)[7]	Aggregate Usage (user-visits)[8]
	Total at library	Also visiting "second" library[2]	Visits as a "second" library[3]					
	(01)	(02)	(03)	(04)	(05)	(06)	(07)	(08)
	No.	No.	No.	No.	No.	%	No.	No.
Upper Arlington-Main	2,482	1,427	762	14.07	10,718	70.5	7,556	3,162
Upper Arlington-Lane	911	701	436	8.67	3,781	64.2	2,427	1,354
Upper Arlington-Miller	301	218	165	11.89	1,962	58.7	1,152	810
Westerville	2,018	631	135	10.93	1,475	62.5	920	555
Worthington	2,473	*	406	13.68	5,556	62.4	3,470	2,086
TOTAL: All public libraries	32,943	15,382	13,345	9.65	128,823	37.7	48,805	80,018
All Other Libraries			2,046	18.83	38,536			
TOTAL		15,382**	15,391**	10.87	167,359			

[1] By visitors answering questionnaire at other libraries.

[2] i. e., Also visiting one of the 25 other libraries (or branches) in county. Column 1 x per cent indicating they "also visit other libraries" (see Table 5.4, last column).

[3] i. e., Cumulative total of the number of visitors at the 24* other libraries who named the listed library as the "second library usually visited." (From totals accumulated in Appendix Table A 4.4).

[4] Column 5 ÷ Column 3 (i. e., with universe weights).

[5] From totals accumulated in Appendix Table A 4.5).

[6] Appendix Table A 4.3).

[7] Column 5 x Column 6.

[8] Column 5 - Column 7.

* Insufficient response by visitors at Worthington Library in re: to the name of the "other public library visited most" to permit distribution of "second" library visits.

** Discrepancy due to rounding.

Table 4.4

ADULTS: AGGREGATE USAGE AS PRINCIPAL LIBRARY AND AS "SECOND" LIBRARY, BY PRIMARY SERVICE AREA AND ALL OTHER AREAS, BY LIBRARY

Library	TOTAL			PRIMARY SERVICE AREA			ALL OTHER AREAS		
	Total	As principal library	As "second" library	Total	As principal library	As "second" library	Total	As principal library	As "second" library
	Thousands of User-Visits								
Columbus-Main	90.8	48.7	42.1	10.6	10.1	.5	80.2	38.6	41.6
Beechwold	59.7	53.8	5.9	50.5	46.7	3.8	9.1	7.0	2.1
Clintonville	61.4	58.0	3.4	54.8	53.0	1.8	6.4	4.8	1.6
Franklinton	4.8	4.7	.1	3.9	3.8	.1	.9	.9	.03
Gahanna	8.3	7.7	.5	7.3	7.1	.2	1.0	.7	.3
Hilliard	30.7	30.3	.4	28.6	28.5	.1	2.0	1.7	.3
Hilltonia	22.7	21.0	1.7	18.4	17.3	1.1	4.3	3.7	.6
Hilltop	52.2	50.6	1.6	48.1	47.4	.7	4.1	3.2	.9
Linden	18.8	16.2	2.6	13.9	12.5	1.4	5.0	3.8	1.2
Livingston	42.0	38.0	4.0	35.0	32.6	2.4	7.0	5.4	1.6
Martin Luther King	22.0	20.4	1.6	17.1	16.4	.7	4.9	4.0	.9
Morse Road	55.4	49.7	5.7	42.7	40.2	2.5	12.8	9.6	3.2
Northern Lights	44.4	39.6	4.7	32.8	30.5	2.3	11.5	9.1	2.4
Northside	16.8	16.6	.2	14.7	14.5	.1	2.2	2.1	.1
Parsons	20.6	19.6	1.0	19.1	18.4	.7	1.6	1.3	.3
Reynoldsburg	41.5	40.8	.7	39.2	38.7	.5	2.4	2.2	.2
Shepard	16.4	15.1	1.3	13.4	12.5	.9	3.1	2.7	.4
Whitehall	44.1	38.5	5.6	35.7	32.8	2.9	8.4	5.7	2.7
	(652.5)								
Bexley	112.8	100.5	12.1	93.0	86.5	6.5	19.8	14.0	5.8
Grandview Hts.-Upper Grandview Hts.-Lower	75.1	66.2	8.9	55.0	51.6	3.4	20.1	14.6	5.5
Grove City	28.2	27.2	1.0	26.9	26.4	.5	1.3	.8	.5
Upper Arlington-Main	85.0	74.3	10.7	76.1	68.6	7.5	8.9	5.7	3.2
Upper Arlington-Lane	31.0	27.1	3.8	24.4	22.0	2.3	6.6	5.2	1.4
Upper Arlington-Miller	14.6	12.6	3.0	10.4	9.2	1.2	4.2	3.4	.8
Westerville	68.4	66.9	1.5	64.7	63.8	.9	3.6	3.0	.6
Worthington	79.7	74.1	5.6	72.9	69.4	3.5	6.8	4.7	2.1
TOTAL All libraries	1,147.4	1,018.5	178.9	128.9	909.0	48.6	238.2	157.9	80.3

Note: Row totals may not equal sums of parts due to rounding.

Source: Tables 4.2 and 4.3.

in Appendix Tables A4.4 and A4.5 have been divided by the sampling ratios and the cell entries are thus adjusted to a universe level based on actual visitors counted at each library during the sample week. The cell entries are thus given their proper weights and are thus additive vertically. The universe-level matrix is shown as Table 4.0.

With the column totals properly obtained, the aggregate user-visits received by each library as a "second" library are thus determined. They are entered as column 5 in Table 4.3., and the total is proportioned between Primary Service Area and all other areas in columns 7 and 8 of Table 4.3.

The aggregate usage of each library as a principal library and as a "second" library is summed, by Primary Service Area and All Other Areas, in Table 4.4.

The quantities in Table 4.4 have both absolute and relative import. These figures represent the aggregate number of user-visits in a year by the total adult visitors in the survey week, and are determined for each library on the same basis and are exactly cross-comparable between and among all libraries and branches of the Franklin County Public Libraries system.

AGGREGATE USAGE - - CHILDREN

Exactly the same procedures were applied to the data on frequency of library visits obtained from the sample of children. The children, however, in the interest of greater accuracy, were not asked to estimate the number of times per year they visit the library but the number of times per month.

The children's responses were based, obviously, on their experience around the period of the survey week, October 4-10, when school was well under way. It was not believed accurate to convert the per-month figures to a per-year basis by multiplying by 12, since children's library attendance at interim vacation periods during the school year and during the summer vacation is much less frequent than during regular school weeks. Allowing for reduced library visits by children of these age groups in these periods, therefore, a factor of 10 was used to convert the children's estimates of library visits per month to a per year basis.

Primary Service Area

The Primary Service Area for each library, determined from the tabulation of adult responses by census tract of residence, was also used to define the Primary Service Area of each library with respect to children. The children's responses were coded and tabulated by census tract of their home residence, and the relative importance of each tract in the Primary Service Area was computed. The results are shown in Table 4.5.

Analysis of the residence distribution of children visitors indicates no departures from the Primary Service Areas defined for adults. Second, Table 4.5 shows that, as might be expected, the residences of children visiting the library were concentrated to an even greater degree in the Primary Service Area as compared to all other areas. Also for children, their places of residence were much more concentrated within the Primary Service Area itself - - that is, in tracts in closer proximity to the library location.

Table 4.5

CHILDREN VISITING LIBRARY: Distribution of Residence Within Primary Service Area[1] of Each Franklin County Public Library, 1969

Library	Total number of visitors (Children)	PRIMARY SERVICE AREA													OTHER AREAS SERVED	
		1st Tract	2nd Tract	3rd Tract	4th Tract	5th Tract	6th Tract	7th Tract	8th Tract	9th Tract	10th Tract	11th Tract	12th Tract	13th Tract	TOTAL	All Other Tracts
Columbus-Main	272															
Tract No.		39*	40*	38*	35*	52*	23p*	20*	34*	*(Nominal Area)						12 Oth. Tracts
Per Cent of Total		5.3%	0	5.3%	0	0	0	0	10.5%						21.0%	79.0%
Beechwold	645															
Tract No.		1.1	1.2	2.1	2.2p	68.2p	78.1p	63.9p							89.5%	7 Oth. Tracts
Per Cent of Total		31.9%	24.3%	10.4%	6.9%	7.6%	4.0%	3.5%								10.5%
Clintonville	487															
Tract No.		5.0	4.2	4.1	2.2p	6.0	10.0	11.1	78.2	12.0	13.0				--	1 Oth. Tract
Per Cent of Total		23.3%	16.4%	15.1%	15.1%	20.9%	8.2%	0	0	0	0				98.9%	1.1%
Franklinton	236															
Tract No.		51.0	41.0	50.0	43.0	42.0										Oth. Tracts
Per Cent of Total		25.4%	40.0%	21.7%	5.5%	7.4%									100.0%	-0-
Gahanna	204															
Tract No.		74.2	73.9	74.9												Oth. Tracts
Per Cent of Total		75.0%	15.6%	9.4%											100.0%	-0-
Hilliard	939															
Tract No.		79.1	79.9	62.0p	80.0p											Oth. Tracts
Per Cent of Total		81.3%	18.5%	0.2%	0										100.0%	-0-
Hilltonia	322															
Tract No.		49.0	83.2p	48.0p	47.0p											3 Oth. Tracts
Per Cent of Total		30.6%	17.7%	30.8%	4.8%										83.9%	16.1%
Hilltop	500															2 Oth. Tracts
Tract No.		46.0	45.0	81.1	83.2p	83.1	48.0p	82.9p	83.9p	47.0p	81.2	81.9	82.1	80.0	95.2%	4.8%
Per Cent of Total		34.8%	21.2%	3.0%	4.5%	1.5%	1.5%	3.0%	1.5%	12.1%	4.5%	1.5%	6.0%	0		
Linden	375															
Tract No.		9.0	75.9p	7.2	75.1p	7.1	7.3	14.0	15.0							2 Oth. Tracts
Per Cent of Total		38.2%	12.7%	5.1%	7.0%	3.9%	19.6%	2.0%	0						88.5%	11.5%
Livingston	658															
Tract No.		93.3p	93.2	93.1p	94.0p											5 Oth. Tracts
Per Cent of Total		53.9%	32.7%	6.0%	2.0%										94.6%	5.4%

(Continued on next page)

Table 4.5 (continued)

CHILDREN VISITING LIBRARY: Distribution of Residence Within Primary Service Area[1] of Each Franklin County Public Library, 1969

Library	Total number of visitors (Children)	PRIMARY SERVICE AREA													OTHER AREAS SERVED	
		1st Tract	2nd Tract	3rd Tract	4th Tract	5th Tract	6th Tract	7th Tract	8th Tract	9th Tract	10th Tract	11th Tract	12th Tract	13th Tract	TOTAL	All Other Tracts
Martin Luther King	316															
Tract No.		25.2p	28.0	37.0p	54.0	36.0	24.0	29.0								Oth. Tracts
Per Cent of Total		34.2%	23.7%	18.4%	0	3.8%	0	5.2%							85.3%	14.7%
Morse Road	707			8												
Tract No.		69.2p	77.2	69.9p	77.9p											4 Oth. Tracts
Per Cent of Total		42.9%	35.2%	11.8%	3.9%										93.8%	6.2%
Northern Lights	644															
Tract No.		77.1	77.9p	8.0	3.1	3.2	3.3	75.9p								7 Oth. Tracts
Per Cent of Total		35.6%	14.4%	10.0%	7.8%	5.6%	3.2%	4.4%							81.0	19.0
Northside	279															
Tract No.		22.0	20.0	17.0	18.2	21.0	16.0	18.1	32.0	31.0	23.0p					2 Oth. Tracts
Per Cent of Total		22.2%	13.9%	30.8%	5.6	8.3%	2.8%	2.8%	2.8%	5.6%	0				94.8%	5.2%
Parsons	565															
Tract No.		88.2	56.0	57.0	87.0	58.0	59.0	52.0	61.0	88.1	60.0	55.0	53.0	95.2		3 Oth. Tracts
Per Cent of Total		3.0%	35.7%	18.4%	5 .%	11.2%	2.0%	11.2%	1.0%	1.0%	8.1%	0	0	1.0%	96.7	3.3%
Reynoldsburg	551															
Tract No.		93.9	93.1p													3 Oth. Tracts
Per Cent of Total		81.0%	6.9%												87.9%	12.1%
Shepard	436															
Tract No.		25.1	26.0	25.2p	75.1p	75.9p	76.0									4 Oth. Tracts
Per Cent of Total		69.4%	2.6%	3.9%	9.0%	1.3%	1.3%								87.5%	12.5%
Whitehall	49															
Tract No.		92.3	92.4	93.1p	92.1	93.4	92.2	92.5	93.9	27.3p	27.5p	74.1	27.1p	93.5		9 Oth. Tracts
Per Cent of Total		26.4%	30.7%	0	8.6	9.3	5.7%	5.7%	0	0	0	2.1%	0	0	89.5%	10.5%

Table 4.5 (Concluded)

CHILDREN VISITING LIBRARY : Distribution of Residence Within Primary Service Area[1] of Each Franklin County Public Library, 1969

Library	Total number of visitors (Children)	PRIMARY SERVICE AREA														OTHER AREAS SERVED
		1st Tract	2nd Tract	3rd Tract	4th Tract	5th Tract	6th Tract	7th Tract	8th Tract	9th Tract	10th Tract	11th Tract	12th Tract	13th Tract	Total	All Other Tracts
Bexley	771															10 Oth.
Tract No.		89.0	91.0	90.0	93.3p	27.6	27.8	27.4	27.3p	27.5p	27.2	37.0p	94.0p	27.7		Tracts
Per Cent of Total		13.3%	21.7%	24.1%	3.6%	4.8%	8.4%	2.4	1.2%	0	0	1.2%	0	1.2%	84.3%	15.7%
Grandview Hts.											Bexley		14th Tract	15th Tract		
Tract No.		85.0	84.0	19.0	66.0p	82.9p	78.9	82.2					27.1p	86.0		
Upper	470												1.2%	1.2%		4 Oth. Tracts
Per Cent of Total		20.7%	50.6%	11.5%	0	11.5%	2.3%	0							96.6%	3.4%
Lower	174															No. Oth. Tracts
Per Cent of Total		47.1%	41.1%	0	5.9%	5.9%	0	0							100.0%	.0
Grove City	721															
Tract No.		97.1	97.9	96.0	98.0	83.9p										1 Oth. Tract
Per Cent of Total		56.7%	15.0%	21.7%	5.0%	0									98.4	1.6%
Upper Arlington																
Tract No.		63.2	63.3	63.1	64.3p	65.0p	64.1	64.2	78.1p	63.9p						4 Oth. Tracts
Per Cent of Total		19.0%	19.0%	13.3%	25.7%	3.8%	4.8%	1.0%	4.8%	0					91.6%	8.4%
Lane Branch	911															
Tract No.		65.0p	64.3p	66.0p	78.9p	63.2p										3 Oth. Tracts
Per Cent of Total		35.5%	32.3%	16.1%	0.3%	0									84.2%	15.8%
Miller Pk.	301															
Tract No.		66.0p (65.0p)														2 Oth. Tracts
Per Cent of Total		65.9% (29.3%)													95.2%	4.8%
Westerville	2,018															
Tract No.		71.0	70.0	72.0p												2 Oth. Tracts
Per Cent of Total		65.0%	30.8%	0.4%											96.2%	3.8%
Worthington	2,473															
Tract No.		67.0	68.1	63.9p	69.1	69.9p	68.2p	69.2p	62.0p							11 Oth. Tracts
Per Cent of Total		55.3%	11.2%	7.8%	9.5%	3.9%	2.8%	2.2%	0						92.7%	7.3%

[1]Delineated as census tracts in which (except for Columbus-Main, Grandview Heights, and Upper Arlington branches) reside 75 per cent or more of adult (not including children 12 or under) users of each library or branch.

Source: Survey of Users of Franklin County Public Libraries, Fall, 1969.

Table 4.6

CHILDREN: TOTAL VISITS AT PRINCIPAL LIBRARY: AGGREGATE USAGE, BY PRIMARY SERVICE AREA AND ALL OTHER AREAS, BY LIBRARY

Library	TOTAL			PRIMARY SERVICE AREA			ALL OTHER AREAS	
	Number of visitors (Universe)	Average number of visits per year (Sample)	Aggregate usage (user-visits) (Universe)	Per Cent of Total Visitors (Sample)	Aggregate Usage (User-Visits) Per Cent of Total (Sample)	Aggregate Usage (User-Visits) Number (Universe)	Aggregate Usage (User-Visits) Per Cent of Total (Sample)	Aggregate Usage (User-Visits) Number (Universe)
	Number	Number	Number	%	%	Number	%	Number
Columbus-Main	272	69.28	18,845	21.0	28.9	5,445	71.1	13,400
Beechwold	645	39.02	25,168	89.5	90.9	22,878	9.1	2,290
Clintonville	487	57.32	27,915	98.9	99.2	27,690	0.8	225
Franklinton	236	62.35	14,715	100.0	100.0	14,715	0	0
Gahanna	204	49.33	10,063	100.0	100.0	10,063	0	0
Hilliard	939	82.03	77,026	100.0	100.0	77,026	0	0
Hilltonia	322	73.16	23,923	83.9	87.3	20,965	12.7	2,958
Hilltop	500	44.43	22,215	95.2	98.2	21,815	1.8	400
Linden	375	60.42	22,660	88.5	83.3	18,875	16.7	3,785
Livingston	658	34.54	22,727	94.6	92.4	21,000	7.6	1,727
Martin Luther King	316	72.94	23,049	85.3	91.9	21,180	8.1	1,869
Morse Road	707	58.70	41,500	93.8	98.5	40,878	1.5	622
Northern Lights	644	55.70	35,870	81.0	93.9	33,682	6.1	2,188
Northside	279	58.57	16,340	94.8	95.6	15,620	4.4	720
Parsons	565	52.45	29,635	96.7	94.5	28,005	5.5	1,630
Reynoldsburg	551	58.46	32,210	87.9	97.0	31,244	3.0	966
Shepard	436	65.89	28,730	87.5	85.9	24,680	14.1	4,050
Whitehall	491 (8,267)	77.66	38,130	89.5	92.5	35,270	7.5	2,860
Bexley	771	64.25	49,537	82.3	85.4	42,305	14.6	7,232
Grandview Hts.-Upper	470	62.37	29,314	96.6	97.9	28,698	2.1	616
Grandview Hts.-Lower	174	50.00	8,700	100.0	100.0	8,700	0	0
Grove City	321	70.54	22,645	98.4	99.2	22,464	0.8	181
Upper Arlington-Main	588	45.00	26,460	91.6	93.6	24,767	6.4	1,693
Upper Arlington-Lane	260	57.10	14,845	84.2	91.5	13,583	8.5	1,262
Upper Arlington-Miller	260	71.00	19,880	95.2	97.2	19,325	2.8	555
Westerville	924	41.67	38,500	96.2	98.8	38,038	1.2	462
Worthington	571	51.43	29,365	92.7	98.3	28,865	1.7	500
TOTAL: All Libraries	12,966	57.84[1]	749,967	-	-	697,776	-	52,191

[1] Aggregate Usage divided by total number of visitors -- i.e.; with universe weights. The average from the total sample of children was $\frac{12,764 \text{ (times per month)}}{2,240 \text{ (children responding)}}$ equals 5.698 (Average times per month per person) times 10 (see text) equals 56.98 (Average times per year).

Source: O.S.U. In-Library Survey of Users of Franklin County Public Libraries, Fall, 1969.

Aggregate Usage

The total user-visits by children to each library as a "principal" library -- i. e. library visited when questionnaires were answered - - are summarized in Table 4. 6., with detail by Primary Service Area and All Other Areas of the children's residence. The extreme concentration of origin of the visits in the Primary Service Areas is again emphasized in all libraries except Columbus Main. Other libraries with moderate proportions of children's usage originating outside the Primary Service Area are Bexley Public Library, 14. 6 per cent from all other areas, and the Linden, Shepard and Hilltonia Branches of the Columbus Public Library with 10. 7 to 12. 7 per cent of children's usage from All Other Areas. No visits by children were reported for 9 tracts - - 12. 0, 15. 0, 23. 0, 24. 0, 27. 2, 35. 0, 54. 0, 70. 0 and 82. 2.

User-visits received by each library when named as a "second" library usually visited were also tabulated and computed for children. The numbers of persons visiting as a "second" library are accumulated in Appendix Table A4. 6; the usage or user-visits as a "second" library is accumulated in Appendix Table A4. 7. The user-visits at each library as a "second" library are summarized in Table 4. 7. for each library and by Primary Service Area or All Other Area residence of the children. The substantial volume of visits to "other libraries" includes to a large extent visits to Bookmobiles offered by the Columbus Public Library.

The aggregate usage (user-visits per year) by children in the survey week for each library as a "principal" library and as a "second" library (i. e. named

Table 4.7

CHILDREN: TOTAL VISITS AT PRINCIPAL LIBRARY WHEN NAMED AS "SECOND" LIBRARY USUALLY VISITED[1] -- AGGREGATE USAGE BY PRIMARY SERVICE AREA AND ALL OTHER AREAS, BY LIBRARY

Library	TOTAL					PRIMARY SERVICE AREA		ALL OTHER AREAS
	Number of Visitors Total at library	Also visiting "second" library[2]	Visits received as a "second library"[3]	Average Number of Visits per year[4]	Aggregate Usage (User-Visits)[5]	Per Cent of Total User-Visits[6] (Samples)	Aggregate Usage (User-Visits)[7]	Aggregate Usage (User-Visits)[8]
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
	Number	Number	Number	Number	Number	%	Number	Number
Columbus-Main	272	132	515	18.29	9,420	1.1	104	9,316
Beechwold	645	145	132	13.78	1,820	64.4	1,172	648
Clintonville	487	68	56	49.11	2,750	34.1	1,488	1,262
Franklinton	236	12	0	0	0	71.0	0	0
Gahanna	204	71	8	10.00	80	38.2	31	49
Hilliard	939	80	21	31.90	670	28.7	192	478
Hilltonia	322	33	23	10.00	230	64.3	148	82
Hilltop	500	88	24	60.83	1,460	43.9	640	820
Linden	375	34	88	17.27	1,520	53.3	810	710
Livingston	658	164	58	18.90	1,100	59.3	652	448
Martin Luther King	316	85	35	24.28	750	44.7	335	415
Morse Road	707	211	76	15.92	1,210	43.8	530	680
Northern Lights	644	115	98	23.98	2,350	52.9	1,240	1,110
Northside	279	21	22	37.73	830	73.4	610	220
Parsons	565	81	28	10.00	280	68.5	190	90
Reynoldsburg	551	131	17	24.70	420	70.4	295	125
Shepard	436	122	65	11.70	760	69.2	525	235
Whitehall	491	91	123	35.04	4,310	52.7	2,160	2,150
	(8,267)	(1,684)	(1,379)	(21.62)	(29,960)	(--)	(11,122)	(18,938)
Bexley	771	180	194	25.31	4,970	52.9	2,630	2,340
Grandview Hts.-Upper	470	77	105	26.76	2,810	38.6	1,000	1,810
Grandview Hts.-Lower	174	40						
Grove City	321	45	22	5.45	120	53.9	65	55
Upper Arlington-Main	588	126	297	27.44	8,150	70.5	5,746	2,404
Upper Arlington-Lane	260	166	95	30.84	2,930	64.2	1,881	1,049
Upper Arlington-Miller	260	135	61	30.33	1,950	58.7	1,090	764
Westerville	924	81	65	32.61	2,120	62.5	1,325	795
Worthington	571	69	53	28.87	1,530	62.4	955	575
TOTAL: All Public Libraries	12,966	2,603	2,271	23.97	54,440	-	25,810	28,630
All Other Libraries	-	-	327	29.91	9,780	-	-	-
TOTAL	-	2,603	2,598	24.72	64,720	-	-	-

[1] By visitors answering questionnaire at other libraries.

[2] i. e.; Also visiting one of the 25 other libraries (or branches) in county. Column 1 - x percent indicating they "also visit other libraries" (see Table 5.5, last column).

[3] i. e.; Cumulative total of the number of visitors at the 25 other libraries who named the listed library as the "second library usually visited." (From totals accumulated in Appendix Table A 4.6)

[4] Column 5 ÷ Column 3 (i. e., with universe weights).

[5] From totals accumulated in Appendix Table A 4.7

[6] Assumed to be the same as for Adults, Appendix Table A 4.3

[7] Column 5 x Column 6

[8] Column 5 - Column 7

Table 4.8

CHILDREN: AGGREGATE USAGE AS PRINCIPAL LIBRARY AND AS "SECOND" LIBRARY, BY PRIMARY SERVICE AREA AND ALL OTHER AREAS, BY LIBRARY, 1969

Library	TOTAL			PRIMARY SERVICE AREA			ALL OTHER AREAS		
	Total	As principal library	As "second" library	Total	As principal library	As "second" library	Total	As principal library	As "second" library
	Thousands of User-Visits								
Columbus-Main	28.2	18.8	9.4	5.5	5.4	.1	22.7	13.4	9.3
Beechwold	27.0	25.2	1.8	24.1	22.9	1.2	2.9	2.3	.6
Clintonville	30.7	27.9	2.8	29.2	27.7	1.5	1.5	.2	1.3
Franklinton	14.7	14.7	0	14.7	14.7	0	0	0	0
Gahanna	10.2	10.1	.1	10.1	10.1	x	.1	0	.1
Hilliard	77.7	77.0	.7	77.2	77.0	.2	.5	0	.5
Hilltonia	24.1	23.9	.2	21.1	21.0	.1	3.0	2.9	.1
Hilltop	23.6	22.2	1.4	22.4	21.8	.6	1.2	.4	.8
Linden	24.2	22.7	1.5	19.7	18.9	.8	4.5	3.8	.7
Livingston	23.8	22.7	1.1	21.7	21.0	.7	2.1	1.7	.4
Martin Luther King	23.8	23.0	.8	21.6	21.2	.4	2.3	1.9	.4
Morse Road	42.7	41.5	1.2	41.4	40.9	.5	1.3	.6	.7
Northern Lights	38.2	35.9	2.3	34.9	33.7	1.2	3.3	2.2	1.1
Northside	17.1	16.3	.8	16.2	15.6	.6	.9	.7	.2
Parsons	29.9	29.6	.3	28.2	28.0	.2	1.7	1.6	.1
Reynoldsburg	32.6	32.2	.4	31.5	31.2	.3	1.1	1.0	.1
Shepard	29.5	28.7	.8	25.2	24.7	.5	4.2	4.0	.2
Whitehall	42.4	38.1	4.3	37.4	35.2	2.2	5.0	2.9	2.1
	(540.4)	(510.5)	(29.9)	(482.1)	(471.0)	(11.1)	(58.3)	(39.6)	(18.7)
Bexley	54.4	49.5	4.9	44.9	42.3	2.6	9.5	7.2	2.3
Grandview Hts.-Upper	40.8	38.0	2.8	38.4	37.4	1.0			1.8
Grandview Hts.-Lower									
Grove City	22.8	22.6	.2	22.5	22.4	.1	.3	.2	.1
Upper Arlington-Main	34.6	26.5	8.1	30.5	24.7	5.7	4.1	1.7	2.4
Upper Arlington-Lane	17.8	14.9	2.9	15.5	13.6	1.9	2.3	1.3	1.0
Upper Arlington-Miller	21.8	19.9	1.9	20.4	19.3	1.1	1.4	.6	.8
Westerville	40.6	38.5	2.1	39.3	38.0	1.3	1.3	.5	.8
Worthington	30.9	29.4	1.5	29.8	28.9	.9	1.1	.5	.6
TOTAL: All Libraries	804.1	749.9	54.3	723.5	697.7	25.8	80.7	52.2	28.5

x - Less than 0.05 thousand

Source: Tables 4.6 and 4.7

as the "other library most visited" by children answering questionnaires at all other libraries) is detailed for each library by Primary Service Area, All Other Areas, and Total, in Table 4. 8.

AGGREGATE USE, ADULTS AND CHILDREN

The total usage by adults and the total usage by children is combined, for each library, in Table 4. 9., and the components and combined totals are related to the population of the respective Primary Service Areas. User-visits by adults and children combined average 2. 3 per capita of the total county population; ranged as low as . 5 per capita in the Parsons Branch area, . 7 per capita in the Franklinton Branch area, and . 8 per capita in the Northside Branch area. Highest per capita library usage, 19. 2 was in the Upper Arlington Miller Branch area but this is a function of a very small Primary Service Area defined for that Branch. For all of Upper Arlington libraries combined the per adult-and-children usage is 3. 8 which is similar to other suburban library per capita usage. The per capita usage shown for Columbus Main, it should be noted, is based on the population of what has earlier been pointed out is a "nominal" Primary Service Area for this library since actually its real service area is more properly the entire city. If the population of the entire city were used as the divisor for the Columbus Main calculation, its per capita usage would be very low indeed. This is to be expected presumably for a library that is a headquarters library for a large system in a downtown location; and that maintains a large part of its collections for reference use and for service requests for less-used books from its branches and other

Table 4.9

ADULTS AND CHILDREN[1] AGGREGATE LIBRARY USAGE PER CAPITA OF POPULATION OF LIBRARY'S PRIMARY SERVICE AREA, BY LIBRARY, 1969

Library	POPULATION OF PRIMARY SERVICE AREA, 1968	AGGREGATE USAGE 1969 (User-Visits)			AGGREGATE USAGE PER CAPITA		
		Total	Adults	Children	Total	Adults	Children
	Thousands	Thousands of User-Visits			User-Visits Per Capita		
Columbus-Main	31.0[2]	119.0	90.8	28.2	3.8	2.9	.9
Beechwold	27.4	86.7	59.7	27.0	3.2	2.2	1.0
Clintonville	46.7	92.1	61.4	30.7	1.2	1.3	.7
Franklinton	26.4	19.5	4.8	14.7	.7	.2	.5
Gahanna	16.6	18.5	8.3	10.2	1.1	.5	.6
Hilliard	15.2	108.4	30.7	77.7	7.1	2.0	5.1
Hilltonia	18.6	46.8	22.7	24.1	2.5	1.2	1.3
Hilltop	59.3	75.8	52.2	23.6	1.3	.9	.4
Linden	41.1	43.0	18.8	24.2	1.0	.4	.6
Livingston	36.5	65.8	42.0	23.8	1.8	1.1	.7
Martin Luther King	35.8	45.8	22.0	23.8	1.3	.6	.7
Morse Road	27.4	98.1	55.4	42.7	3.6	2.0	1.6
Northern Lights	33.6	82.6	44.4	38.2	2.4	1.3	1.1
Northside	42.8	33.9	16.8	17.1	.8	.4	.4
Parsons	99.0	50.5	20.6	29.9	.5	.2	.3
Reynoldsburg	14.7	74.1	41.5	32.6	5.0	2.8	2.2
Shepard	18.2	45.9	16.4	29.5	2.5	.9	1.6
Whitehall	45.9	86.5	44.1	42.4	1.9	1.0	.9
	(636.2)	(1,193.0)	(652.6)	(540.4)	(1.9)	(1.0)	(.8)
Bexley	48.4	167.2	112.8	54.4	3.5	2.3	1.1
Grandview Hts.-Upper Grandview Hts.-Lower	23.4	115.9	75.1	40.8	5.0	3.2	1.7
Grove City	32.8	51.0	28.2	22.8	1.6	.9	.7
Upper Arlington-Main	31.7	119.6	85.0	34.6	3.8	2.7	1.1
Upper Arlington-Lane	10.2	48.8	31.0	17.8	4.8	3.0	1.7
Upper Arlington-Miller	1.9	35.4	14.6	21.8	19.2	7.7	11.5
Westerville	21.9	109.0	68.4	40.6	5.0	3.1	1.9
Worthington	35.1	110.6	79.7	30.9	3.2	2.3	.9
TOTAL: All Libraries	841.4	1,951.5	1,147.4	804.1	2.3	1.4	1.0

[1] Age 12 and under

[2] Nominal area

Source: Tables 4.4, 4.8, and A 8.1

public libraries in the County.

FREQUENCY OF USE

The frequency with which adult library users visit the library (average number of times per year) has been shown, by library, in previous tables in this chapter. Because of the importance of frequency of visits in library usage, the factor of frequency is examined in further detail in the following section.

Frequency Distribution of Visits Per Year (Adults)

The average number of visits per year to the principal (or "home") library by adults was shown in Table 4.2 to be 30.54 times per year. The distribution about the average, or the relative importance of various intervals of visits per year, is shown in Table 4.10 for all libraries total.

The distribution around the average number of visits is not symmetrical but is skewed to the left or to the lower number of times per year. Actually the median of the distribution is 23.23. (Median is the value of the case in the exact middle of the 7.250 cases, or the number of visits per year of the 3625th visitor when the visitors are arranged in order from the lowest number of visits per year to the highest). The distribution is bimodal, however, clustering around a level of about (slightly less than) 20 times per year, and also around the level of about 50-52 times per year, that is, about once a week. The frequency of visits it may be noted, is influenced by the tendency of respondents to set down their estimates of the frequency of their library visits at some even or rounded figure. About three-quarters of the reports

Table 4.10

ADULTS: DISTRIBUTION OF NUMBER OF LIBRARY USERS BY CLASS INTERVALS OF NUMBER OF VISITS PER YEAR, AND AVERAGE NUMBER OF VISITS, BY CLASSES, AT THE PRINCIPAL AND BY THE "SECOND" LIBRARY

Class interval of number of visits per year	VISITING PRINCIPAL LIBRARY Number of persons			VISITING "SECOND" LIBRARY Number of persons		
	Number	Percent of total	Average number of visits per year	Number	Percent of total	Average number of visits per year
	No.	%	No.	No.	%	No.
1-6	964	13.3	3.39	484	15.4	14.38
7-12	1,391	19.2	10.71	582	18.5	11.30
13-24	1,479	20.5	19.15	650	20.7	10.03
25-36	1,034	14.3	28.56	431	13.7	11.93
37-48	422	5.8	41.62	182	5.8	13.90
49-60	1,304	18.0	51.97	562	17.9	15.22
61-72	72	1.0	68.50	28	.9	15.64
73-84	112	1.5	76.77	49	1.6	19.35
85-96	41	.5	90.32	15	.5	13.00
97 and over	431	5.9	99.00[1]	156	5.0	18.71
Total	7,250	100.0	30.54	3,139	100.0	12.94

[1]Numbers over 99 were coded as 99

Source: OSU In-Library Survey of Users of Franklin County Public Libraries, Fall, 1969

of times per year were at the numbers 6 times per year, and 10-11-13, 20, 24-25-26, 30 and 35-36, 40, 50 and 52, 60, 75, and 99 or more (especially 100 and 104 which are twice a week, approximately or precisely).

The frequency of visits to the "second" library by those going to another library is less, as has been shown in earlier tables. Table 4.10 indicates that the number of visits to a "second" library is not correlated with, and complementary to the number of visits at the principal library. Rather the number of visits to a "second" library is fairly constant, irrespective of whether the number of visits to the principal library is high or low.

Table 4.11

ADULTS: AVERAGE NUMBER OF VISITS PER YEAR AT PRINCIPAL LIBRARY AND AT "SECOND" LIBRARY BY CHARACTERISTICS OF LIBRARY USERS

Characteristic of User	NUMBER RESPONDING		AVERAGE NUMBER OF VISITS PER YEAR	
	Principal Library	"second" library	Principal Library	"second" library
	No	No	No	No
TOTAL: All respondents	7,250	3,159	30.54	12.94
BY SEX: (Total)	6,872	3,029	30.63	12.93
Male	2,478	1,208	30.53	14.15
Female	4,394	1,821	30.60	12.12
BY RACE: (Total)	6,800	2,983	30.65	12.82
White	6,348	2,785	30.43	12.87
Nonwhite	452	198	33.65	13.43
BY AGE: (Total)	6,861	3,022	30.60	12.90
13	495	126	39.77	10.87
14-18	1,915	872	31.80	12.76
19-29	1,434	645	25.46	13.43
30-39	1,250	550	27.86	12.01
40-59	1,395	701	30.90	13.22
60 and over	372	123	40.19	15.32
BY EDUCATION: (Years of school) (Total)	6,843	3,016	30.57	12.90
Less than 8	248	62	39.46	13.40
8-11	1,892	758	22.84	11.98
12	1,372	536	26.56	12.24
13-15	1,547	720	29.89	12.45
16 or over	1,784	940	30.61	14.33
BY FAMILY INCOME: (Total)	6,125	2,777	30.11	12.97
Under $5,000	470	151	32.50	13.50
$5,000-$10,000	2,385	1,015	29.16	12.58
Over $10,000	3,270	1,611	30.46	13.17

Source: OSU In-Library Survey of Users of Franklin County Public Libraries, Fall, 1969

Number of Visits Per Year by Characteristics of Library Users (Adults)

Table 4. 11 shows the differences in average number of times per year the library is visited, by characteristics of the users.

No appreciable differences by sex or race are to be found in frequency of visits to the principal library. For the "second" library male users are somewhat more frequently in attendance at a "second" library.

Some rather sizable differences in average number of visits per year at both the principal library and the "second" library are observed for the youngest and oldest age group.

By education, marked differences exist in number of visits for the principal library, but for the second library there are no real differences. Users with less than 8 years of school visit the library much more frequently than those with more years of school attended. This may be the 13 year old group, however; users with 8-11 years of education visit both the principal and the "second" library much less frequently than the other groups.

Users in the lowest income group, it is interesting to note, visit the library more often than do those in the higher income classifications.

Visits Per Year to Principal and Second Library (Adults)

Table 4. 12 shows the relative importance of the principal and "second" libraries for only those individuals who indicated that they visit both a principal library and a "second" library. The average number of visits per year to both libraries combined is significantly larger, of course, than the average number of visits per year to the principal library only.

Table 4.12

ADULTS: AVERAGE NUMBER OF VISITS PER YEAR BY USERS VISITING BOTH PRINCIPAL AND "SECOND" LIBRARY, BY LIBRARY

Library	Number visiting both principal and "second" libraries (sample)	Average Number of Visits Per Year		
		Principal library	"Second" library	Total
	No.	No.	No.	No.
Columbus-Main	372	23.21	21.06	44.27
Beechwold	153	29.67	12.85	42.52
Clintonville	164	30.98	14.59	45.57
Franklinton	25	29.08	20.04	49.12
Gahanna	46	30.26	13.56	43.82
Hilliard	68	31.91	10.31	42.26
Hilltonia	19	33.63	5.79	39.42
Hilltop	167	30.53	10.90	41.43
Linden	68	26.18	13.16	39.34
Livingston	146	28.12	11.10	39.22
Martin Luther King	54	37.20	14.13	51.33
Morse Road	243	24.87	11.21	36.08
Northern Lights	87	27.59	11.64	39.23
Northside	55	29.27	16.05	45.32
Parsons	49	33.18	16.12	49.30
Reynoldsburg	100	34.26	10.89	45.15
Shepard	66	35.98	11.88	47.86
Whitehall	183	23.39	13.23	36.62
Bexley	489	29.17	22.18	51.35
Grandview Hts.-Upper	167	31.89	18.48	50.37
Grandview Hts.-Lower	64	31.00	20.56	51.56
Grove City	44	38.00	11.39	49.39
Upper Arlington-Main	240	29.92	11.00	40.92
Upper Arlington-Lane	129	29.02	17.88	46.90
Upper Arlington-Miller	38	39.53	22.24	61.77
Westerville	105	32.61	11.17	43.78
Worthington	249	31.34	10.92	42.26
TOTAL: All libraries	3,540	29.61	13.98	43.69

Source: Survey of Users of Franklin County Public Libraries, Fall, 1969.

V

PREFERENCES AND ATTITUDES OF LIBRARY USERS

An important objective of this study, and essential to the development of a 1980 plan, was the determination of the "market acceptance" of Franklin County Public libraries -- the attitudes, preferences and prejudices of library users with regard to library services, library locations and library facilities, and library users' perceptions of the library as an institution, and of specific individual libraries. The Survey Committee of the Franklin County Public Libraries Council was very interested to see that an intensive inquiry into these matters be made a part of this study.

The In-Library Survey, therefore, requested library users' evaluations of the determinative reasons for their selection of a particular library or branch as the location to visit (Question 2). Both adults and children were asked to respond on this subject. Adults were asked to give their appraisals of libraries in general (Question 4); and the extent of their use, in specific libraries, of each of 26 listed library services (Question 5, Part A), and their opinions about the future development of each service (Question 5, Part B).

CHOICE OF LIBRARY LOCATION TO VISIT

Adults

Adults (and children) were asked "why do you come to this public library in preference to others you might visit"? A list of 11 possible reasons for such choice plus provision for respondent to specify one other reason not listed was provided and the respondents were asked to indicate the most important reason, the second most important reason, and the third most important reason.

The presumption is that proximity of the library to place of residence is the overwhelmingly most important consideration in the selection of a library to visit, most especially in the case of the neighborhood branch libraries. This presumption was corroborated. For all libraries in the county, as shown in Table 5.1. [1] "nearest or easiest to get to from my home" got 56.4 per cent of the first-choice mentions, and was the leading reason, with 31.2 per cent of the composite or total, weighted choices -- i.e., when second and third choice mentions are also taken into account. Among individual libraries, "nearest from home" was the most important reason, on either a first-choice or composite-choice basis, in every case except Columbus Main. Proximity to home was given the highest ranking in the more remote branches and libraries -- 78.4 per cent of first-choice mentions

[1] Table 5.1 and 5.2 are based on the responses of only those who answered all three choices -- that is, indicated first reason, second reason and third reason.

Table 5.1

ADULTS: REASONS FOR SELECTION OF PUBLIC LIBRARY LOCATION TO VISIT, BY LIBRARY

Library	Choice	Friends come here (01)	Nearest from home (02)	Nearest from work or school (03)	Good books and periodicals (04)	Good reference collection (05)	Helpful library staff (06)	Not too crowded or noisy (07)	Comfort of rooms (08)	Ample parking space (09)	Coming here a long time (10)	Open more convenient hours (11)	Other[1] (12)
		Per Cent of Total First Choices, or Per Cent of Composite Weighted Choices[2]											
Columbus-Main	First	2.7	10.9	14.9	37.4	18.7	2.5	2.1	0.2	0.3	1.6	1.3	7.4
	Comp.	1.4	6.7	9.8	28.0	20.6	8.7	6.0	2.3	2.1	4.6	5.1	4.4
Beechwold	First	2.6	66.7	8.0	6.1	1.9	4.8	2.2	.3	.6	2.9	.0	3.8
	Comp.	2.2	36.6	7.4	11.9	4.0	14.2	7.3	2.7	3.2	7.1	1.2	1.8
Clintonville	First	4.3	66.7	5.7	4.6	3.2	2.3	2.5	1.5	1.1	2.9	.0	5.1
	Comp.	2.9	36.6	6.2	7.2	4.1	10.3	8.9	4.6	10.3	4.0	2.0	2.1
Franklinton	First	5.0	53.3	10.0	10.0	.0	10.0	1.7	.0	1.7	5.0	.0	3.3
	Comp.	5.6	29.9	5.5	13.0	4.3	17.0	9.5	.7	.6	8.3	2.8	1.8
Gahanna	First	1.3	78.4	12.7	.0	1.3	2.5	3.8	.0	.0	.0	.0	.0
	Comp.	1.3	43.0	8.8	2.4	2.6	15.3	13.0	1.1	4.4	1.3	6.0	.8
Hilliard	First	10.1	65.6	6.5	4.8	3.7	2.8	2.4	.0	.4	1.2	.4	2.0
	Comp.	6.8	35.3	8.6	9.3	7.3	14.2	6.5	.5	3.3	3.8	2.0	1.5
Hilltonia	First	14.5	55.4	6.0	7.2	2.4	6.0	2.4	.0	.0	3.6	.0	2.4
	Comp.	10.0	31.6	8.6	10.5	4.0	13.1	9.5	.9	.4	5.6	3.5	1.8
Hilltop	First	7.7	61.3	6.8	9.4	4.0	3.7	1.2	.2	.5	4.0	.4	.7
	Comp.	6.0	33.6	7.5	12.8	6.4	11.5	6.8	1.7	4.1	6.2	2.5	.6
Linden	First	2.2	65.8	3.9	7.9	6.1	5.1	3.9	.0	.0	3.4	.0	1.7
	Comp.	2.3	36.0	3.8	10.3	7.5	15.8	10.6	.8	3.9	5.5	1.8	1.4
Livingston	First	5.1	76.5	5.1	3.0	2.1	3.4	1.0	.4	.3	1.0	.0	2.1
	Comp.	3.4	41.0	6.2	8.6	5.0	13.9	7.9	.7	6.2	3.4	2.5	.9
Martin Luther King	First	6.2	40.7	17.7	14.1	3.6	4.4	7.1	2.6	.0	2.7	.0	.8
	Comp.	6.4	24.8	11.0	14.1	7.7	9.2	11.1	8.7	2.2	2.8	1.3	.7
Morse Road	First	4.0	71.9	4.9	6.8	3.3	.2	1.9	2.1	.7	.2	.2	3.8
	Comp.	3.3	38.6	5.1	12.2	5.8	4.5	10.5	5.8	7.9	1.1	2.5	2.0

(continued on next page)

Table 5.1(Continued)

ADULTS: REASONS FOR SELECTION OF PUBLIC LIBRARY LOCATION TO VISIT, BY LIBRARY

Library	Choice	Friends come here (01)	Nearest from home (02)	Nearest from work or school (03)	Good books and periodicals (04)	Good reference collection (05)	Helpful library staff (06)	Not too crowded or noisy (07)	Comfort of rooms (08)	Ample parking space (09)	Coming here a long time (10)	Open more convenient hours (11)	Other[1] (12)
		Per Cent of Total First Choices, or Per Cent of Composite Weighted Choices[2]											
Northern Lights	First	10.3	55.8	6.2	7.2	2.5	3.6	2.6	1.0	.5	5.1	3.1	2.0
	Comp.	6.7	31.6	7.3	10.2	5.5	10.3	9.1	2.5	5.0	6.1	3.3	1.6
Northside	First	6.9	66.2	9.7	5.8	1.7	2.2	4.0	1.2	.6	.0	.5	1.2
	Comp.	5.6	37.3	8.5	11.6	3.4	12.2	12.9	1.8	.9	3.5	1.5	.8
Parsons	First	5.3	66.4	4.4	4.4	.9	7.1	4.4	.9	.0	3.5	1.8	.8
	Comp.	4.7	34.5	5.4	11.3	5.5	13.6	10.4	1.4	4.3	6.1	2.1	.3
Reynoldsburg	First	10.6	72.0	4.1	5.5	4.6	.0	.9	.0	.0	.9	.9	1.4
	Comp.	8.0	39.2	6.3	10.7	6.7	6.5	8.9	1.7	6.3	3.1	1.6	.7
Shepard	First	9.2	58.9	4.2	2.9	1.4	15.6	2.1	.0	.0	3.5	.7	1.4
	Comp.	3.8	34.2	6.4	10.6	3.6	23.1	4.9	.3	3.5	6.3	2.2	.6
Whitehall	First	6.4	54.4	9.3	12.1	5.2	2.5	3.1	.5	.5	2.1	.2	3.6
	Comp.	5.6	28.3	8.7	13.8	7.8	7.8	10.1	1.8	4.1	6.1	3.1	1.9
Bexley	First	4.1	45.7	7.4	22.6	5.8	2.4	3.3	1.9	.2	2.0	.5	4.0
	Comp.	3.5	25.7	6.3	21.7	9.2	7.8	7.6	7.4	2.0	4.6	1.9	1.8
Grandview Hts.-Upper	First	4.5	44.5	9.8	20.5	7.2	3.1	2.3	.0	.0	3.0	.3	4.8
	Comp.	3.7	26.7	7.5	20.6	11.0	11.7	6.7	1.6	.8	5.2	1.7	2.2
Grandview Hts.-Lower	First	2.4	25.6	11.0	11.0	7.3	2.4	1.2	.0	.0	1.2	.0	37.8[3]
	Comp.	2.6	15.6	11.4	16.9	11.9	11.9	4.8	.8	1.3	4.0	1.3	17.5
Grove City	First	5.1	71.8	5.1	6.4	2.6	2.6	1.2	.7	.0	2.5	1.3	.7
	Comp.	3.9	37.3	6.9	13.8	7.6	7.8	7.5	1.7	1.8	5.7	4.8	1.2
Upper Arlington-Main	First	4.3	67.0	2.9	12.1	5.8	1.2	1.5	.5	.0	2.0	.9	1.7
	Comp.	3.5	36.3	4.7	16.3	8.6	9.1	5.3	2.0	5.4	4.6	2.2	1.8
Upper Arlington-Lane	First	2.2	51.2	6.7	10.7	2.2	9.6	5.0	.0	.0	6.8	.0	5.6
	Comp.	1.8	27.8	6.0	11.7	3.3	17.7	13.6	1.0	5.2	7.1	1.1	2.6

(continued on next page)

Table 5.1 (Concluded)

ADULTS: REASONS FOR SELECTION OF PUBLIC LIBRARY LOCATION TO VISIT, BY LIBRARY

Library	Choice	Friends come here (01)	Nearest from home (02)	Nearest from work or school (03)	Good books and periodicals (04)	Good reference collection (05)	Helpful library staff (06)	Not too crowded or noisy (07)	Comfort of of rooms (08)	Ample parking space (09)	Coming here a long time (10)	Open more convenient hours (11)	Other[1] (12)
		Per Cent of Total First Choices, or Per Cent of Composite Weighted Choices[2]											
Upper Arlington-Mlr.	First	1.7	65.5	5.2	6.9	3.4	10.4	5.1	.0	.0	1.8	.0	.0
	Comp.	1.3	32.7	4.0	4.7	5.0	26.0	13.6	2.7	2.0	5.0	1.6	1.4
Westerville	First	6.6	54.6	9.5	15.3	3.2	2.3	1.9	.0	.0	2.9	.2	3.5
	Comp.	5.0	31.1	8.2	18.2	7.0	12.1	6.2	2.2	1.4	4.6	1.6	2.0
Worthington	First	2.2	62.9	8.5	11.7	6.0	2.0	1.6	.4	.2	1.8	.5	2.1
	Comp.	2.9	34.7	8.3	16.9	8.9	8.9	7.0	3.4	2.2	4.1	1.2	1.3
TOTAL: All libraries	First	5.0	56.4	7.7	12.8	5.2	3.2	2.4	.6	.3	2.3	.5	3.5
	Comp.	4.0	31.2	7.1	15.2	7.9	10.7	8.0	2.9	3.7	4.7	2.3	1.9

[1]Other reasons named by respondents.

[2]Per cent of total first, second and third choice mentions of each reason, with first choice given a weight of 3, second choice of weight of 2, and third choice a weight of 1.

[3]Of 31 "Other" reasons written in by respondents and given first ranking, 22 specified "Films" -- "Good, Better films" (7), Film or Movie library available (12), "Film for my class" (2), (Movie Collection and Children's Books" (1); 3 specified "Films and Records"; 3 specified "Records"; 2 were "I work here"; and 1 did not explain the "Other" reason.

Source: O.S.U. In-Library Survey of Users of Franklin County Public Libraries, Fall, 1969.

for Gahanna, 76.5 per cent for Livingston, 72 per cent for Reynoldsburg, 71.9 per cent for Morse Road, 71.8 per cent for Grove City, and so on; and the lowest ranking in those libraries that have a more regional patronage -- in addition to Columbus Main, Martin Luther King with 40.7 per cent of first-choice mentions, Grandview Heights (Lower Level), 25.6 per cent, and Grandview Heights (Main Level) 44.5 per cent, Bexley 45.7 per cent.

Other reasons for choice of location (composite basis) were, in order, "good book and periodical collection", 15.2 per cent of total weighted first-second-and-third choices, for all public libraries in the County; "helpful library staff assistance", 10.7 per cent, "not too crowded or noisy", 8.0 per cent, "good reference collection", 7.9 per cent; and "nearest or easiest to get to from my place of work or school", 7.1 per cent. None of the other listed reasons got more than 4.7 per cent (" coming here a long time and I sort of feel at home here") of the composite mentions. Other reasons, not listed but named by respondents accounted for only 1.9 per cent of the composite total, and no single reason had enough mention to justify listing it in Table 5.1.

"Comfort and attractiveness of rooms", " open more convenient hours", and surprisingly,"ample parking space",received very few first-choice mentions and not very many second-and third-choice mentions. Parking space perhaps is taken for granted and actually for all but one or two branches (Franklinton, Northside) is provided to a fairly adequate degree.

Table 5.2 presents the relative importance of the various reasons for

Table 5.2

ADULTS: REASONS FOR SELECTION OF PUBLIC LIBRARY LOCATION TO VISIT,
BY CHARACTERISTIC OF LIBRARY USER
TOTAL - ALL LIBRARIES

Characteristic of User	Number responding	Friends come here	Nearest from home	Nearest from work or school	Good books and periodicals	Good reference collection	Helpful library staff	Not too crowded or noisy	Comfort of rooms	Ample parking space	Coming here a long time	Open more convenient hours	Other[1]
		(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
		Per Cent of Composite Weighted Choices[2]											
TOTAL: All respondents	6,469	4.0	31.2	7.1	15.2	7.9	10.7	8.0	2.9	3.7	4.7	2.3	1.9
BY SEX: (Total)	6,149	3.8	31.3	7.2	15.2	7.9	10.6	8.0	3.0	3.7	4.6	2.4	1.9
Male		4.0	28.6	7.9	15.1	9.2	9.7	8.6	3.3	4.0	4.3	2.4	2.2
Female		3.7	32.8	6.8	15.2	7.2	11.2	7.6	2.8	3.5	4.9	2.3	1.7
BY RACE: (Total)	6,081	3.8	31.3	7.1	15.3	7.9	10.7	8.0	2.9	3.7	4.7	2.3	1.9
White		3.6	31.8	7.0	15.4	7.9	10.6	7.8	2.8	3.8	4.7	2.2	2.0
Non-white		5.4	26.3	7.7	13.5	8.9	11.7	11.0	4.0	2.7	4.5	3.0	1.2
BY AGE: (Total)	6,140	3.8	31.3	7.1	15.2	8.0	10.6	8.0	2.9	3.8	4.6	2.4	1.8
13		7.6	28.0	7.5	15.6	13.1	9.0	9.1	2.3	.6	3.0	2.1	1.6
14-18		7.8	29.9	9.5	13.5	11.3	7.3	8.7	2.8	.9	4.4	2.0	1.6
19-29		2.0	30.1	7.6	16.3	6.5	9.0	10.0	3.9	3.8	4.4	3.0	3.1
30-39		.9	35.9	4.8	13.9	4.8	13.0	6.9	2.7	6.7	4.9	3.0	1.9
40-59		.9	31.6	5.8	17.5	5.7	14.3	5.8	2.5	6.2	5.6	2.0	1.5
60 and over		1.9	33.5	3.4	16.1	4.8	17.7	6.1	3.2	5.3	6.3	.8	.7

(Continued on next page)

Table 5.2 (Concluded)

ADULTS: REASONS FOR SELECTION OF PUBLIC LIBRARY LOCATION TO VISIT, BY CHARACTERISTIC OF LIBRARY USER
TOTAL - ALL LIBRARIES

Characteristic of User	Number responding	Friends come here	Nearest from home	Nearest from work or school	Good books and periodicals	Good reference collection	Helpful library staff	Not too crowded or noisy	Comfort of rooms	Ample parking space	Coming here a long time	Open more convenient hours	Other[1]
		(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
		Per Cent of Composite Weighted Choices[2]											
BY EDUCATION (Years of school): (Total)	6,119	3.8	31.3	7.2	15.2	7.9	10.6	8.0	2.9	3.7	4.7	2.4	1.8
Less than 8		8.8	28.2	8.1	15.7	11.9	7.3	9.8	1.9	1.1	2.5	2.0	1.8
8-11		7.8	30.4	9.2	13.3	11.1	8.2	8.6	2.5	1.1	4.0	2.0	1.6
12		2.5	33.6	5.4	14.2	6.3	12.4	8.3	2.8	4.7	5.2	3.0	1.1
12-15		1.6	31.8	6.3	14.9	6.0	11.8	8.5	3.5	5.0	5.8	2.5	1.9
16 or over		1.1	30.7	6.7	18.7	6.4	11.6	6.2	3.2	5.3	4.4	2.1	2.9
BY FAMILY INCOME: (Total)	5,431	3.3	31.5	7.0	15.6	7.4	10.8	7.8	3.1	4.0	4.8	2.4	1.8
Under $5,000		5.2	30.6	6.5	14.6	6.2	11.4	10.1	2.7	2.8	5.1	2.7	1.8
$5,000-$10,000		3.3	30.9	7.6	14.8	7.3	11.1	8.4	2.8	3.9	5.0	2.6	1.8
Over $10,000		3.0	32.1	6.7	16.3	7.6	10.5	7.1	3.3	4.3	4.6	2.1	1.9

[1]Other reasons named by respondents.

[2]Per cent of total first, second and third choice mentions of reason, with first choice given a weight of 3, second choice a weight of 2, and third choice a weight of 1.

Source: O.S.U. In-Library Survey of Users of Franklin County Public Libraries, Fall, 1969.

selecting a particular library or branch, analyzed by characteristics of the respondents in the In-Library Survey, total all libraries.

No difference of any significance appear between male and female library users.

By Race. Differences are not notable except that non-white users gave a distinctly greater weight to "not too crowded or noisy", and slightly more to "convenient hours" and "my friends come here".

By Age of Respondents. The importance of "Good book and periodical collection" is greater among older library users, the factor of habit -- "coming here a long time - etc." is of increasingly greater importance as age increases, as is the importance of a helpful library staff. "Good reference collection" looms especially large among juveniles and young adults -- i. e. students.

By Years of Education. The differences with increasingly higher number of years of school attending are similar to those noted for increasing age. Somewhat surprising, perhaps, is the indication that persons with fewer years of schooling give more importance to the reference collection, and contrariwise (and a commentary on patron's attitude and/or library image deficiencies) give less importance to "Helpful library staff".

The importance attached to parking space increases directly with years of schooling.

By Income Level. The importance with which parking space is regarded increases directly with income. The highest income groups attach more

importance to "good book and periodical collection", and slightly more to "good reference collection" and "comfort of rooms", but are less concerned about crowding or noise, and about "my friends come here".

Children

Children (Grades 4, 5 and 6) were also asked the identical question about choice of library to visit that was asked of adults -- that is, to indicate the first, second and third reasons, from a list of 11, for coming "to this library in preference to others you might visit". The results for children are set forth in Table 5.3.

It is apparent that for children as well as for adults the overwhelming consideration in the choice of the library to visit is "nearest or easiest to get to from home". Somewhat surprisingly, however, the concentration on proximity to home was not as great for children as for adults, on either a first-choice or weighted-composite-of-choices basis.

On the weighted composite basis "good book and periodicals collection" was next in importance and with 16.6 per cent of the aggregate first-second-and-third-choice mentions was given about the same relative importance as in the adult rankings. In fact, the children's rankings of reasons bearing on choice of library were very similar to the adult rankings, indicating, perhaps, the development of knowledgability at an earlier age than is sometimes appreciated. Children did indicate a greater concern with "going where the friends go" than did adults, and, again amazingly, made "not too crowded or noisy" their third most important reason, with 12.2 per cent

Table 5.3

CHILDREN: REASONS FOR SELECTION OF PUBLIC LIBRARY LOCATION, BY LIBRARY

Library	Nearest from home (02)	Good books and periodicals (04)	Friends come here (01)	Nearest from school (03)	Not too crowded or noisy (07)	Good reference collection (05)	Helpful library staff (06)	Coming here a long time (10)	Other* (12)	
	Per Cent of Total First Choices or Per Cent of Composite Weighted Choices									
Columbus-Main	19.2	15.4	27.0	11.5	7.7	7.7	3.8	0.0	7.7	First
	12.8	24.3	14.9	8.8	16.2	10.1	6.1	0.7	6.2	Comp.
Beechwold	53.2	12.2	6.1	6.1	8.8	1.4	6.8	2.0	3.4	First
	31.5	16.7	5.4	6.0	12.7	3.9	13.3	4.1	6.3	Comp.
Clintonville	46.2	6.9	16.1	9.2	6.9	5.7	3.4	2.3	3.3	First
	30.8	11.8	9.9	8.1	13.4	5.1	8.9	4.7	7.4	Comp.
Franklinton	42.3	13.5	15.4	3.8	9.6	5.8	3.8	5.8	0.0	First
	29.4	14.2	9.7	5.2	13.6	7.1	12.0	4.9	3.8	Comp.
Gahanna	73.6	8.8	0.0	5.9	8.8	0.0	2.9	0.0	0.0	First
	41.9	13.1	2.5	4.5	15.7	5.6	8.6	3.0	5.0	Comp.
Hilliard	45.2	18.5	8.9	8.9	2.4	4.8	6.5	1.6	3.2	First
	25.7	16.8	5.8	9.4	12.5	7.1	10.9	5.2	6.6	Comp.
Hilltonia	33.5	7.9	28.6	7.9	6.3	6.3	7.9	1.6	0.0	First
	28.6	7.8	16.0	9.9	13.6	5.9	11.2	2.9	3.9	Comp.
Hilltop	50.1	10.6	12.1	10.6	4.5	0.0	7.6	4.5	0.0	First
	32.0	15.2	8.0	7.8	10.9	3.6	12.4	5.2	5.0	Comp.
Linden	45.0	19.6	19.7	5.6	3.7	1.9	0.9	0.9	2.7	First
	28.8	16.4	11.8	7.7	9.4	5.2	11.6	4.4	4.8	Comp.
Livingston	44.7	21.9	10.5	3.8	7.6	3.8	2.9	1.9	2.9	First
	28.6	20.3	7.0	3.6	13.5	7.3	10.1	2.8	6.8	Comp.
Martin Luther King	40.4	16.7	19.0	9.5	4.8	2.4	2.4	2.4	2.4	First
	26.7	13.1	11.6	10.8	13.9	5.2	7.2	3.6	8.0	Comp.
Morse Road	69.2	12.5	4.8	2.9	3.9	4.8	0.0	1.9	0.0	First
	38.6	14.3	3.9	6.3	12.2	8.4	5.2	2.3	9.0	Comp.
Northern Lights	50.3	15.8	12.6	5.3	3.2	3.2	5.3	1.1	3.2	First
	30.7	17.0	8.1	5.3	10.8	7.4	11.1	3.0	6.6	Comp.
Northside	28.6	17.1	25.7	5.7	17.1	2.9	0.0	0.0	2.9	First
	27.3	12.2	13.7	9.8	15.1	5.4	8.8	0.5	7.4	Comp.
Parsons	42.8	17.2	12.6	4.6	5.7	10.3	4.6	0.0	2.2	First
	26.0	17.2	7.6	4.3	12.8	7.9	13.0	4.5	6.8	Comp.
Reynoldsburg	57.3	23.0	4.9	3.3	3.3	6.6	0.0	0.0	1.6	First
	33.5	20.7	4.5	5.9	10.9	10.3	7.3	2.5	4.6	Comp.
Shepard	51.5	7.3	13.2	7.3	5.9	1.5	10.3	1.5	1.5	First
	33.2	11.2	10.2	11.7	9.4	3.6	12.8	3.8	4.1	Comp.
Whitehall	50.0	13.4	12.7	9.2	4.9	4.2	3.5	0.7	1.4	First
	30.6	13.8	8.9	10.7	11.3	9.4	7.3	2.8	5.0	Comp.

(continued on next page)

Table 5.3 (concluded)

CHILDREN: REASONS FOR SELECTION OF PUBLIC LIBRARY LOCATION, BY LIBRARY

Library	Nearest from home (02)	Good books and periodicals (04)	Friends come here (01)	Nearest from school (03)	Not too crowded or noisy (07)	Good reference collection (05)	Helpful library staff (06)	Coming here a long time (10)	Other* (12)	
	Per Cent of Total First Choices, or of Composite Weighted Choices									
Bexley	36.2	22.0	11.0	4.4	3.3	7.7	9.9	0.0	5.5	First
	22.7	17.6	7.7	5.5	10.6	9.9	12.6	3.1	9.7	Comp.
Grandview Hts.-Upper	40.7	17.2	7.5	7.5	9.7	5.4	2.2	4.3	5.5	First
	24.4	18.1	7.1	8.1	13.0	7.0	7.3	3.8	11.1	Comp.
Grandview Hts.-Lower	33.3	11.1	22.2	0.0	22.2	0.0	0.0	0.0	11.2	First
	26.9	13.9	17.6	2.8	17.6	2.8	9.3	2.8	6.5	Comp.
Grove City	47.9	21.7	4.3	10.1	4.4	4.4	2.9	2.9	1.4	First
	26.8	19.2	6.3	8.5	10.5	8.8	7.8	5.6	6.5	Comp.
Upper Arlington-Main	37.0	16.2	10.5	6.7	14.3	6.7	1.9	2.9	3.8	First
	24.7	18.1	5.9	8.5	16.1	7.9	8.8	3.5	6.4	Comp.
Upper Arlington-Lane Center	42.7	14.3	2.9	0.0	8.6	20.0	8.6	0.0	2.9	First
	24.8	11.9	2.4	1.4	16.2	13.8	15.7	5.2	8.6	Comp.
Upper Arlington-Miller Park	44.5	8.9	8.9	11.1	2.2	11.1	8.9	0.0	2.2	First
	26.2	10.9	6.0	9.7	12.4	12.4	13.1	2.2	7.1	Comp.
Westerville	37.1	22.8	7.3	7.3	7.8	4.3	6.5	3.9	3.0	First
	23.8	20.4	4.9	8.7	12.4	6.3	12.3	5.5	5.7	Comp.
Worthington	41.8	21.2	5.8	7.9	4.8	9.0	3.7	2.1	3.7	First
	25.5	19.9	4.9	8.0	9.9	11.2	9.5	4.2	7.0	Comp.
TOTAL: All libraries, First Reason	45.2	16.5	10.8	6.8	6.4	5.1	4.5	1.9	2.8	First
TOTAL: All libraries, Composite	28.1	16.6	7.3	7.5	12.2	7.4	10.3	3.9	6.5	Comp.

*Includes: "Comfort and attractiveness of rooms," 0.8% first choice, 2.2% composite; "Open more convenient hours," 0.5% first choice, 2.4% composite; "Ample parking space," 0% first choice, 0.4% composite; and miscellaneous other reasons, 1.5% first choice, 1.5% composite.

Source: Survey of Users of Franklin County Public Libraries, Fall, 1969.

of the composite choices compared to 8.0 per cent (fourth) by adults!

CONCENTRATION OF PATRONAGE

In Franklin County (or any Ohio County) any resident of any part of the county is eligible to visit and use the services of any public library in the county. It was of interest, therefore, to determine the extent to which library users customarily visit more than one library, and whether the library visited when the survey questionnaire was answered was the library usually visited (and therefore one with which the respondent was thoroughly familiar). In another sense also the extent to which one or more other libraries are also visited may indicate some measure of patron loyalty to or esteem for the "principal" library.

Tables 5.4 and 5.5 show the responses of adults and of children respectively with regard to concentration of patronage. For all libraries, 88.5 per cent of the adults and 94.2 per cent of the children indicated that the library they were visiting when they answered the survey questionnaire was the library they customarily visited. The percentages were highest in the neighborhood branch and lowest in the Columbus Main and other libraries that draw patronage from a wider region such as Martin Luther King, Grandview Heights, and Bexley.

For adults an average of 77.5 per cent indicated that the present library was the library nearest home. For children this percentage was much higher -- 90.5 -- indicating of course the greater concentration of children on the library nearest their homes.

Table 5.4

ADULTS: CONCENTRATION OF LIBRARY PATRONAGE,
BY LIBRARY VISITED AT TIME OF SURVEY

Library	Number in Sample	This Library: Library Usually Visited	This Library: Library Nearest Home	Other Libraries: Also Visit
	No.	Per Cent Answering "Yes"		
Columbus-Main	610	71.3	18.0	70.0
Beechwold	317	89.8	80.7	53.3
Clintonville	364	85.6	84.5	51.3
Franklinton	73	90.0	82.9	39.4
Gahanna	83	81.1	95.1	64.6
Hilliard	259	91.3	94.8	31.2
Hilltonia	92	90.8	92.0	28.9
Hilltop	449	94.3	83.3	42.1
Linden	184	89.1	91.2	43.5
Livingston	301	92.6	93.3	51.2
Martin Luther King	141	80.3	75.7	58.3
Morse Road	437	87.8	83.2	61.6
Northern Lights	198	89.9	78.1	47.0
Northside	195	90.2	91.3	32.3
Parsons	118	90.4	94.8	50.9
Reynoldsburg	221	93.5	93.5	50.0
Shepard	152	96.0	89.4	55.5
Whitehall	405	85.9	71.0	51.9
Bexley	873	88.5	71.8	52.9
Grandview Hts.-Upper	372	85.4	69.0	31.6
Grandview Hts.-Lower	86	82.1	46.4	76.7
Grove City	163	96.9	91.9	33.5
Upper Arlington-Main	465	93.9	84.5	57.5
Upper Arlington-Lane	188	74.9	64.9	76.9
Upper Arlington-Miller	59	88.1	83.1	72.4
Westerville	386	93.1	86.3	31.3
Worthington	658	95.0	90.2	41.1
TOTAL: All Libraries	7,849	88.5	77.5	51.4

Source: O.S.U. Survey of Users of Franklin County Public Libraries, Fall, 1969.

Table 5.5

CHILDREN: CONCENTRATION OF LIBRARY PATRONAGE, BY LIBRARY VISITED AT TIME OF SURVEY

Library	Number in Sample	This Library: Library Usually Visited	This Library: Library Nearest Home	Other Libraries: Also Visit
	Number	Per Cent Answering "Yes"		
Columbus-Main	26	84.6%	26.9%	50.0%
Beechwold	152	96.1	87.4	23.1
Clintonville	93	92.5	90.3	15.2
Franklinton	64	95.1	95.2	4.8
Gahanna	35	91.4	94.3	34.3
Hilliard	130	93.8	93.1	8.5
Hilltonia	72	90.3	90.3	110.4
Hilltop	76	94.6	86.8	17.6
Linden	113	92.0	91.2	8.9
Livingston	106	96.2	96.2	25.0
Martin Luther King	46	87.0	91.3	26.7
Morse Road	111	94.6	98.2	29.7
Northern Lights	96	95.8	93.8	17.7
Northside	43	88.4	93.0	7.0
Parsons	107	95.3	92.5	14.2
Reynoldsburg	65	92.3	98.5	23.8
Shepard	89	95.5	87.6	27.7
Whitehall	154	97.4	92.9	18.3
Bexley	98	94.9	81.6	23.2
Grandview Hts.-Upper	93	95.6	91.3	16.3
Grandview Hts.-Lower	18	94.4	88.9	23.5
Grove City	72	94.4	91.7	15.5
Upper Arlington-Main	108	97.2	89.8	22.2
Upper Arlington-Lane	38	84.2	71.1	63.2
Upper Arlington-Miller	45	91.1	84.4	51.1
Westerville	240	94.5	91.3	9.3
Worthington	194	94.8	92.8	12.4
TOTAL: All Libraries	2,484	94.2	90.5	18.7

Source: Survey of Users of Franklin County Public Libraries, Fall, 1969.

The extent to which library users visit one or more other libraries is shown by the percentages in the last columns of Tables 5.4 and 5.5. About half (51.4 per cent) of the adults, but only 18.7 per cent of the children, "also go to other public libraries". (These percentages would be somewhat lower if they were based only on the named 25 other public libraries in the 7 library systems of the county.) However (as Table 5.6 indicates) respondents did not clearly differentiate between local public library system libraries and other libraries of a quasi-public nature such as university and college libraries, the State Library, and so on. Precise definition on the qüestionnaire would have taken so much space as to be impractical. Also, as many as 25 per cent of the children who named other libraries they also attend named the Bookmobile (one of 5 such units extensively covering the periphery of Columbus and Franklin County that are maintained by the Columbus Public Library). In general those adults (and children) who answered the survey questionnaire at the Columbus Main, Gahanna, Morse Road, Grandview Heights - Lower and the Upper Arlington branch libraries are the most catholic in tendency to visit other libraries.

The greatest library loyalty (or the greatest parochialism in regard to library attendance, according to the point of view'.) was among respondents at Hilltonia, Hilliard, Northside, Westerville, Grandview Heights-Main, Grove City, Franklinton, and Worthington. Isolation or distance to other libraries, as for example, in the case of Hilliard, Westerville, Grove City and to a lesser extent Worthington, are of course factors in this statistic.

Table 5.6

ADULTS: MOST IMPORTANT "OTHER LIBRARIES ALSO VISITED", BY LIBRARY VISITED AT TIME OF SURVEY

Library	1st "Other Library Visited"	Per Cent of Total	2nd "Other Library Visited"	Per Cent of Total	3rd "Other Library Visited"	Per Cent of Total	4th "Other Library Visited"	Per Cent of Total	All "Other Libraries Visited" Per Cent of Total
	Name	%	Name	%	Name	%	Name	%	%
Columbus-Main	Other Libraries[1]	38.3	Parsons	9.1	Whitehall	7.8	Bexley	6.9	37.9
Beechwold	Columbus-Main	36.2	Clintonville	16.2	Morse Road	11.5	Worthington	10.8	25.4
Clintonville	Columbus-Main	45.3	Beechwold	27.3	Other Libraries[1]	9.4	Morse Road	4.3	13.7
Franklinton	Columbus-Main	52.6	Hilltonia	15.8	Other Libraries	15.8	Beechwold	5.3	10.5
Gahanna	Whitehall	51.3	Columbus-Main	15.4	Northern Lights	12.8	Bexley	10.3	10.3
Hilliard	Columbus-Main	35.8	Hilltop	10.4	Grandview (L)	9.0	Worthington	9.0	35.8
Hilltonia	Columbus-Main	42.1	Hilltop	42.1	Other Libraries	10.5	Franklinton	5.3	.0
Hilltop	Columbus-Main	51.0	Hilltonia	20.5	Other Libraries	19.2	Grove City	3.3	6.0
Linden	Northern Lights	42.9	Columbus-Main	41.3	Morse Road	6.3	Other Libraries	6.3	3.2
Livingston	Bexley	48.5	Columbus-Main	26.2	Whitehall	19.2	Reynoldsburg	3.9	2.3
M. L. King	Columbus-Main	77.8	Shepard	8.9	Linden	4.4	Other Libraries	4.4	4.4
Morse Road	Northern Lights	23.7	Columbus-Main	23.3	Beechwold	22.3	Worthington	12.1	18.6
Northern Lights	Morse Road	36.1	Columbus-Main	23.6	Linden	23.6	Westerville	5.6	11.1
Northside	Columbus-Main	58.1	Clintonville	18.6	Other Libraries	9.3	Franklinton	2.3	11.7
Parsons	Columbus-Main	80.0	Other Libraries	13.3	Hilltonia	2.2	M. L. King	2.2	2.3
Reynoldsburg	Bexley	39.6	Columbus-Main	28.6	Whitehall	11.0	Other Libraries	9.9	11.0
Shepard	Columbus-Main	47.1	Bexley	16.2	M. L. King	14.7	Other Libraries	11.8	11.7
Whitehall	Columbus-Main	35.2	Bexley	34.5	Livingston	9.0	Other Libraries	6.9	14.4
Bexley	Columbus-Main	56.9	Other Libraries[1]	15.6	Whitehall	11.8	Livingston	8.2	7.4
Grandview Hts. (L) Grandview Hts. (U)	Columbus-Main	33.3	Arlington-Main	20.9	Other Libraries[1]	18.1	Arlington-Miller	9.6	18.1
Grove City	Columbus-Main	42.9	Other Libraries[1]	30.9	Hilltop	7.2	Hilltonia Grandview	7.1 7.1	4.1
Arlington-Main	Grandview	34.3	Arlington-Lane	25.2	Columbus-Main	15.2	Other Libraries[1]	10.0	15.2
Upper Arlington-Lane	Arlington-Main	48.4	Grandview	20.9	Columbus-Main	8.8	Other Libraries[1]	8.8	13.1
Upper Arlington-Miller	Arlington-Main	47.1	Grandview	38.2	Other Libraries	8.8	---		5.9
Westerville	Other Libraries[1]	36.4	Columbus-Main	34.1	Morse Road	10.2	Worthington	7.9	11.4
Worthington	[2]		[2]		[2]		[2]		

[1]Other than Franklin County Public Libraries listed in stub, but including bookmobiles of Columbus Public Library.

[2]Insufficient response re. name of "other library you visit most".

Source: Survey of Users of Franklin County Public Libraries, Fall, 1969.

For the most part patrons who do visit more than one library visit one of the "regional" libraries such as Columbus Main; Bexley, Grandview, Upper Arlington, or libraries or branches in the near proximity of the library they usually visit (or the library visited when the questionnaire was answered.) Table 5.6 shows, by each library usually visited, the names and relative importance of the four "other" or "second" libraries most visited by the patrons of the principal library.

IMAGE OF THE LIBRARY

Librarians and library administrators in Franklin County, recognizing the importance of latent attitudes toward the library itself, suggested the inclusion of a number of attitudinal questions in both the In-Library Survey and the Nonuser Survey. The questions were designed to bring out attitudes toward libraries, such as views that the library is an unfriendly place, that it is part of the "white middle class establishment," that the libraries are unresponsive to the needs of a particular segment of the community, and so on. Because of limitations of the number of questions that could be covered in a short questionnaire (and interview), only six statements were presented. Respondents were asked to indicate simply whether they agree or disagree with each of six statements, which in the Nonuser Survey were read to the respondent by the interviewer. The six statements are as follows:

a. I feel that as libraries and branches are now located, they are easy for people to get to.

b. To me the library seems to be a place where, as far as adults are concerned, people go only when they have to study and concentrate.

c. I feel that the way they are now, libraries are mostly for children rather than for adults.

d. I feel that the library is a friendly place where everybody can go to relax and spend a pleasant hour or two.

e. I feel that libraries are offering the kind of reading materials and other things that people want.

f. I feel that, for adults, the libraries are mainly serving the well-educated and the fairly well-to-do.

The responses of library users, from the In-Library Survey, are summarized by user characteristics in Table 5.7 and detailed for each library in Table 5.8.

To avoid confusion in interpretation, a negative response to statements "b", "c", and "f" is shown as a "favorable response"; which requires that these three statements be phrased in the negative as they appear in the table column heads. The percentages shown in Tables 5.7 and 5.8 are therefore all consistently indicative of a favorable, or positive, attitude.

On the matter of convenience of location and adequacy of material, more than 90 per cent of users report a favorable image. No large departures are evident in the cross tabulations by sex, race, age, education or income.[2]

---

[2] Differences except those starred are statistically significant on the basis of X^2 tests -- that is, the differences are greater than could be accounted for by sampling errors (or by chance factors alone).

It may be noted that the X^2 measure indicates that income is decisively a factor in differentiating among attitudes in only two of the scale items. In addition to the items starred, differences by income are only marginally significant with respect to "library locations good", and "library a friendly place".

The notion that the library is "mostly for children" was rejected by 88 per cent of respondents. Nonwhites and youngsters are evidently slightly more likely to hold this view than are other users.

The library is perceived as "a friendly place" by 84.2 per cent of users responding. Nonwhites, persons with relatively little education, and younger people tend to see the library less favorably than the average in this regard.

Libraries are regarded by about one user in five as "being mainly the well educated and fairly well to to." This statement was accepted most often by youngsters and by those users having less than an eighth grade education.

The image of the library as a place to study and concentrate (and presumably therefore an "unpleasant" place) was relatively prevalent among teen agers, nonwhites, and those having less than a high school education. In no category, however, did as many as half agree with the statement; for the total sample it was rejected by 7 out of 10 respondents.

In general it must be said that the image of the library held by library users of Franklin County is highly favorable. Even among the most disadvantaged and generally considered the most alienated segment of society, the low-income, the poorly educated, the nonwhite, the library receives no less than a 60 per cent majority on any of the scale items, and in most cases it is 75 per cent or more.

A certain amount of variation is evident among libraries in the image held by their patrons (see Table 5.8) Thus in the matter of convenience of location the range in favorable response was from 84.2 per cent (Parsons

Table 5.7

IMAGE OF THE PUBLIC LIBRARY HELD BY LIBRARY USERS, BY CHARACTERISTIC OF USER

Characteristic of User	Number responding[1]	Library locations good	People do not visit library only to study and concentrate	Libraries not mostly for children	Library a friendly place	Libraries have kind of reading material people want	Libraries not mainly serving the educated and well-to-do
		Per Cent Having Positive or Favorable Image					
TOTAL: All respondents	7,400	90.9	69.8	87.8	84.2	91.3	78.8
BY SEX: (Total)	7,000	(91.0)	(70.4)	(87.9)	(84.4)	(91.5)	(79.1)
Male		91.1*	66.0	85.4	83.7*	89.8	75.6
Female		91.0*	72.9	89.4	84.7*	92.4	81.2
BY RACE: (Total)	6,950	(91.2)	(70.3)	(88.0)	(84.6)	(91.6)	(79.1)
White		91.4	71.4	88.3	84.8	91.8	79.8
Non-white		87.6	56.3	83.9	80.6	88.6	70.8
BY AGE: (Total)	7,000	(91.0)	(70.4)	(88.0)	(84.4)	(91.4)	(79.2)
13		87.1	58.4	84.0	80.3	94.4	63.6
14-18		89.9	51.5	85.4	76.9	88.4	74.1
19-29		91.9	74.6	88.6	85.4	91.0	80.6
30-39		90.1	85.7	89.6	89.2	92.5	84.5
40-59		92.3	82.4	90.8	89.2	93.9	86.3
60 and over		94.6	76.9	89.4	92.5	93.0	78.2
BY EDUCATION (Yrs.of School): (Total)	7,000	(91.0)	(70.4)	(88.0)	(84.4)	(91.5)	(79.2)
Less than 8		87.0	59.5	85.9	76.2	90.5	59.7
8-11		90.2	53.4	85.0	78.5	89.0	73.6
12		93.2	73.6	91.5	87.5	93.5	88.5
12-15		90.8	75.7	87.8	87.5	91.6	85.1
16 or over		90.8	83.4	88.8	86.7	91.6	75.8
BY INCOME: (Total)	6,150	(91.1)	(72.2)	(88.3)	(85.1)	(91.7)	(80.2)
Under $5,000		92.0	65.9	88.2*	88.1	92.0*	71.2
$5,000-$10,000		92.1	70.3	88.7*	85.3	91.4*	82.5
Over $10,000		90.2	74.5	88.0*	84.5	91.8*	79.7

[1] Approximate average of numbers responding to the separate statements.

*X^2 tests indicate differences among categories are not statistically significant.

Source: O.S.U. In-Library Survey of Users of Franklin County Public Libraries, Fall, 1969.

Table 5.8

IMAGE OF THE PUBLIC LIBRARY HELD BY LIBRARY USERS,
BY LIBRARY, FRANKLIN COUNTY, 1969

Library	Number responding[1]	Library locations good	People do not visit library only to study and concentrate	Libraries not mostly for children	Library a friendly place	Libraries have kind of reading material people want	Libraries not mainly serving the educated and well-to-do
		Per Cent Having Positive or Favorable Image					
Columbus-Main	560	90.2	64.2	94.4	86.5	92.7	82.0
Beechwold	317	92.1	76.5	87.0	89.7	94.2	82.0
Clintonville	367	91.3	76.0	86.1	86.8	91.4	79.5
Franklinton	73	89.1	60.0	80.2	82.6	92.8	83.6
Gahanna	79	94.5	69.6	85.9	82.1	94.9	78.7
Hilliard	240	96.3	68.2	82.1	78.6	88.8	79.8
Hilltonia	80	89.2	63.9	72.3	85.7	85.4	80.0
Hilltop	425	89.7	67.5	85.6	80.8	89.3	83.5
Linden	170	91.4	65.7	89.6	85.5	93.1	81.4
Livingston	290	94.2	78.6	85.2	85.3	93.7	87.0
Martin Luther King	125	89.3	50.4	85.9	86.2	90.6	69.9
Morse Road	420	93.3	75.3	88.0	86.9	91.9	84.0
Northern Lights	190	94.8	68.1	86.8	79.6	88.9	77.1
Northside	175	91.3	52.1	82.8	88.6	90.6	73.7
Parsons	110	84.2	71.2	86.4	88.2	89.8	78.0
Reynoldsburg	200	90.4	65.9	83.2	80.8	86.1	77.7
Shepard	125	87.9	62.9	82.9	76.2	90.0	74.6
Whitehall	375	90.5	68.2	81.2	78.5	89.8	80.7
Bexley	825	88.6	70.4	92.1	86.6	92.1	75.4
Grandview Hts.-Upper	350	93.2	69.3	88.9	81.6	90.1	73.8
Grandview Hts.-Lower	80	90.4	77.8	88.9	87.8	95.2	72.0
Grove City	150	87.1	68.7	87.0	84.2	88.1	85.9
Upper Arlington-Main	440	86.9	75.1	84.6	78.3	90.7	75.4
Upper Arlington-Lane	175	92.1	80.1	87.2	89.7	92.8	74.0
Upper Arlington-Miller	58	96.2	86.2	87.9	91.4	94.7	77.8
Westerville	375	93.6	71.4	90.4	86.4	92.3	78.1
Worthington	635	90.4	68.4	92.8	84.3	90.8	76.4
County TOTAL	7,400	90.9	69.8	87.8	84.2	91.3	78.8

[1] Approximate average of numbers responding to the separate statements.

Source: Survey of patrons of Franklin County Public Libraries, Fall, 1969.

Avenue Branch) to 96.3 per cent (Hilliard). The "favorable" responses to the statement describing the library as a place for study and concentration were lowest in the Martin Luther King Branch (50.4 per cent) and highest in the Miller Park Branch of the Upper Arlington Library. On statement "c" the Columbus Main library predictably received the highest proportion of "favorable" response (94.4 per cent), followed by Worthington (92.8 per cent), while the lowest proportion was at Hilltonia (72.3 per cent).

Upper Arlington's Miller Park Branch is evidently the "friendliest" library in the county, while the Shepard Branch of the Columbus Public Library rates lowest on this item. The Gahanna Branch scored highest in terms of having the kind of material people want (94.9 per cent) and Hilltonia lowest (85.4 per cent). Patrons of the Martin Luther King Branch are most likely to see the library as serving the educated and well to do (only 69.9 per cent reject this view), while 85.9 per cent of Grove City's patrons reject that statement.

EVALUATION OF LIBRARY SERVICES BY PATRONS

Public libraries offer a wide variety of services or facilities to their patrons, but seldom do they receive a systematized analysis of the importance of the various services to their clientele. Yet, such an appraisal is essential to informed plans for future library development.

Respondents to the survey of library users were asked to indicate their frequency of use of a list of fourteen enumerated "standard" services, and twelve enumerated "newer" services. The latter group consists not only of

those that have recently been added in some libraries, but also of those that have been offered only in some of the 27 libraries or branches in Franklin County. Library users were asked also to indicate their opinion as to the importance of future development of each of these services.

For the county as a whole, (Table 5.9) the service that is most frequently used, not surprisingly, is "Borrowing books or periodicals to take home". Nearly half (47.9 per cent) of those answering this portion of the questionnaire indicated that they "always, or nearly always" used this service of the library. Next most important to library users, in terms of the number reporting "always or nearly always" using this service, is "Browsing - book shelves," with 39.6 per cent so reporting. (Another 35.5 per cent reported using this service moderately - about half of the time.) Browsing among new books, and use of the card catalog, were next most frequently listed in the "always or nearly always" column. No other service or facility listed on the questionnaire was cited with nearly the same frequency as these four. Least frequently cited in this column, among the standard services, was "Help from librarian about what to read" - only 6.1 per cent of library users reported "always or nearly always" using this service.

At the other extreme, certain functions were cited as being used "never or hardly ever." Most often cited in this column was "children's 'story hours' (bring children)," mentioned by 70.7 of library users. Probably this low frequency of use reflects the fact that many libraries do not provide such story hours, as well as the fact that many library patrons do

Table 5.9

PATRON EVALUATION OF PRESENT AND PROSPECTIVE LIBRARY SERVICES, COUNTY TOTALS

KIND OF SERVICE (OR FACILITY)	A--Frequency of Use				B--Future Development in This Library			
	No response	Never, or hardly ever	Moderately -about half of the time	Always or nearly always	No response	Reduce or eliminate (or avoid)	Keep about same	Enlarge or improve
Standard Services	Per Cent of Total				Per Cent of Total			
Reference books, pamphlets, indexes, etc.	4.8	28.4	47.0	19.8	6.4	2.0	47.6	44.0
Special assistance by reference librarian	7.4	46.9	35.1	10.6	8.1	2.5	73.9	15.5
Card catalog	6.7	16.2	38.4	38.7	7.9	1.5	64.0	26.6
Help from librarian about what to read	7.8	69.0	17.1	6.1	11.0	6.5	71.0	11.5
Help from librarian about where to find it	7.4	36.8	43.4	12.4	11.0	2.5	72.5	14.0
Facilities for reading library books	11.2	44.5	27.6	16.7	10.8	3.1	59.1	27.0
Facilities for reading current magazines	10.4	45.9	27.9	15.8	11.6	3.1	57.2	28.1
Browsing -- new books	7.0	18.2	36.3	38.5	10.0	2.0	50.9	37.1
Browsing -- book shelves	8.9	16.0	35.5	39.6	11.9	2.5	56.7	28.9
Inter-library loan	17.4	59.4	14.6	8.6	20.3	6.3	56.8	16.6
Borrowing books, periodicals to take home	9.2	21.2	21.7	47.9	13.9	2.7	56.5	26.9
Children's "story-hours" (bring children)	14.0	70.7	8.5	6.8	19.2	5.8	57.7	17.3
Quiet place to "get away from it all"	11.7	53.3	23.5	11.5	16.5	5.7	58.4	19.4
Special exhibits, displays, etc.	13.5	54.9	23.1	8.5	16.1	6.4	53.9	23.6
Newer Services:								
Borrowing films (film strips, etc.)	12.0	76.2	7.9	3.9	18.7	4.0	46.0	31.3
Showing films	13.3	78.7	5.1	2.9	20.8	4.9	49.4	24.9
Borrowing phonograph records, tapes	12.6	66.5	14.9	6.0	18.8	3.8	44.7	32.7
Borrowing art items	13.2	78.0	6.2	2.6	20.3	6.4	49.5	23.8
Adult book discussion, other library program	13.8	78.9	5.4	1.9	21.7	6.5	51.3	20.5
Private study booths	14.0	74.8	7.6	3.6	20.7	6.4	44.4	28.4
Community or group meeting facilities	14.6	76.4	6.6	2.4	9.5	9.2	59.4	21.9
Paperback browsing racks	13.0	46.9	29.0	11.1	5.0	5.0	51.3	38.7
Helpful materials for educationally deprived	15.1	70.2	9.8	4.9	8.7	4.0	51.8	35.5
Microforms and microreaders	15.1	76.8	5.5	2.6	9.8	6.1	57.8	26.3
Books in large type	14.4	74.8	7.5	3.3	9.2	6.2	59.0	25.6
Copying service	14.7	67.2	13.6	4.5	7.4	5.4	58.9	28.3

Number Responding: Part A, 5785 ; Part B, 5705
Total Number in Sample: 7847

Source: OSU Survey of Users, Franklin County public libraries, Fall, 1969

not have children to bring. Fourteen per cent of all users failed to respond to that question, probably indicating its lack of relevance to their particular situation. Almost as often mentioned in the "never or hardly ever" column was "help from librarian about what to read" - 69 per cent. More than half the library users reported "never or hardly ever" using the "Inter-library loan service," the "Special exhibits and displays," and using the library as a "Quiet place to 'get away from it all' "

Among the "newer" services, the proportion of respondents checking the "never or hardly ever" column was understandably far larger, reflecting the fact that not all libraries offer all these services. Only one such service - "paperback browsing racks" was cited by more than 10 per cent of the users as being "always or nearly always" used. Frequency of use of these services, of course, varies considerably among individual libraries, as is shown in Tables 5.10-5.16, for each of the main libraries in the seven library systems.[1]

Responses to the section of the questionnaire concerning future development of services suggest a high level of consumer satisfaction with existing library services. More than half the respondents suggested "keep about same" for every one of the standard services, except "Reference books, was adequately performed at present, while 44.0 per cent indicated a need

[1] The analysis of patrons' evaluations of library services, present and prospective, was prepared also for each of the branch libraries. Tables (number 5.002- 5.018 for the Columbus branches, 5.031 for the Grandview Heights Lower level, and 5.051 and 5.052 for the Lane and Miller Park Branches of the Upper Arlington Library) have not been reporduced in this report but were made available to the appropriate librarians.

to enlarge or improve this service - the largest percentage checking this column for any of the standard services. The highest degree of satisfaction with present levels of service, as reflected in the proportion checking "keep about same", was for "Special assistance by reference librarian", "Help from librarian about where to find it", and "Help from librarian about what to read". Each was reported satisfactory by more than 70 per cent of users. None of the "standard" services was checked "reduce or eliminate" by as much as seven per cent of the all-County sample.

Next to reference books, pamphlets and indexes, the functions most frequently cited for "enlarge or improve" were: "Browsing - new books" (37.1 per cent); "Browsing - bookshelves" (28.9 per cent); "Facilities for reading library books" (27.0 per cent); "Facilities for reading current magazines" (28.1 per cent); and "Borrowing books, periodicals, to take home" (26.9 per cent).

For the combined sample of patrons of all County Public Libraries, interest in "newer services", as reflected by desire to see these functions enlarged or improved, was greatest in "Paperback browsing racks" (38.7 per cent); "Helpful material for the educationally deprived" (35.5 per cent); "Phonograph records and tapes" (32.7 per cent); "Films" (31.3 per cent); and "Private study booths" (28.4 per cent).

Patrons' use and evaluation of services in each of the main libraries in the seven Franklin County public library systems are reported separately in the following tables (Tables 5.10 - 5.16).

Table 5.10

PATRON EVALUATION OF PRESENT AND PROSPECTIVE LIBRARY SERVICES, COLUMBUS MAIN LIBRARY

KIND OF SERVICE (OR FACILITY)	A--Frequency of Use				B--Future Development in This Library			
	No response	Never, or hardly ever	Moderately -about half of the time	Always or nearly always	No response	Reduce or eliminate (or avoid)	Keep about same	Enlarge or improve
Standard Services	Per Cent of Total				Per Cent of Total			
Reference books, pamphlets, indexes, etc.	7.8	20.6	44.3	27.3	8.4	.7	44.0	46.9
Special assistance by reference librarian	9.8	43.4	34.5	12.3	11.7	.7	72.7	14.9
Card catalog	8.7	12.3	34.5	44.5	9.6	.9	63.6	25.9
Help from librarian about what to read	10.4	68.8	14.9	5.9	13.8	6.7	69.9	9.6
Help from librarian about where to find it	8.9	30.9	44.7	15.5	13.3	.7	71.8	14.2
Facilities for reading library books	15.7	37.9	30.7	15.7	16.1	2.1	53.8	28.0
Facilities for reading current magazines	14.8	39.6	29.7	15.9	14.7	3.0	52.7	29.6
Browsing -- new books	12.3	22.0	34.8	30.9	13.3	1.4	48.9	36.4
Browsing -- book shelves	13.3	19.1	31.0	36.6	15.4	1.8	53.0	29.8
Inter-library loan	20.5	61.9	13.1	4.5	28.0	2.3	51.3	18.4
Borrowing books, periodicals to take home	13.1	21.7	23.3	41.9	17.7	1.6	49.7	31.0
Children's "story-hours" (bring children)	17.0	74.9	4.9	3.2	25.9	4.2	54.3	15.6
Quiet place to "get away from it all"	16.3	48.3	24.4	11.0	22.4	3.9	53.4	20.3
Special exhibits, displays, etc.	17.4	48.1	27.3	7.2	21.9	4.2	46.9	27.0
Newer Services:								
Borrowing films (film strips, etc.)	15.2	71.9	9.9	3.0	23.1	1.6	43.1	32.2
Showing films	17.2	77.7	3.6	1.5	24.7	3.0	49.2	23.1
Borrowing phonograph records, tapes	14.8	51.3	20.3	13.6	18.9	2.1	40.5	38.5
Borrowing art items	16.5	73.3	7.7	2.5	23.1	5.3	47.6	24.0
Adult book discussion, other library program	17.4	76.9	4.4	1.3	27.7	4.2	49.5	18.6
Private study booths	16.9	72.3	6.3	4.5	25.6	4.5	42.2	27.5
Community or group meeting facilities	19.3	74.8	4.4	1.5	13.8	10.2	55.7	20.3
Paperback browsing racks	18.0	43.4	28.8	9.8	4.2	5.4	54.2	36.2
Helpful materials for educationally deprived	19.3	70.1	6.8	3.8	8.5	2.8	44.3	44.4
Microforms and microreaders	19.9	66.7	10.0	3.4	8.8	3.9	59.3	28.0
Books in large type	18.9	71.1	7.0	3.0	9.0	2.3	58.8	29.9
Copying service	68.8	25.3	2.5	3.4	6.5	2.3	61.5	29.7

Number Responding: Part A, 528 ; Part B, 429
Total Number in Sample: 609

Source: OSU Survey of Users, Franklin County public libraries, Fall, 1969

Table 5.11

PATRON EVALUATION OF PRESENT AND PROSPECTIVE LIBRARY SERVICES, BEXLEY

KIND OF SERVICE (OR FACILITY)	A--Frequency of Use				B--Future Development in This Library			
	No response	Never, or hardly ever	Moderately -about half of the time	Always or nearly always	No response	Reduce or eliminate (or avoid)	Keep about same	Enlarge or improve
Standard Services	Per Cent of Total				Per Cent of Total			
Reference books, pamphlets, indexes, etc.	3.6	26.0	49.7	20.7	5.4	2.4	52.0	40.2
Special assistance by reference librarian	5.0	46.5	38.4	10.1	6.7	3.1	74.4	15.8
Card catalog	3.6	10.1	37.9	48.4	6.8	2.2	67.4	23.6
Help from librarian about what to read	5.4	69.5	20.0	5.1	10.6	5.6	74.5	9.3
Help from librarian about where to find it	5.0	38.8	44.6	11.6	9.9	3.0	73.9	13.2
Facilities for reading library books	7.1	42.3	30.2	20.4	8.6	3.9	70.4	17.1
Facilities for reading current magazines	6.8	44.0	30.9	18.3	8.6	3.1	67.3	21.0
Browsing -- new books	5.0	22.8	37.9	34.3	7.7	2.1	60.5	29.7
Browsing -- book shelves	6.8	21.3	38.0	33.9	9.3	2.6	66.4	21.7
Inter-library loan	15.1	65.0	10.8	9.1	17.1	5.9	63.8	13.0
Borrowing books, periodicals to take home	8.3	27.7	20.3	43.6	10.4	2.7	65.2	21.7
Children's "story-hours" (bring children)	11.5	74.5	8.2	5.8	15.5	4.6	63.7	16.2
Quiet place to "get away from it all"	9.0	50.9	28.6	11.5	12.2	3.9	67.3	16.6
Special exhibits, displays, etc.	10.0	58.1	23.3	8.6	11.7	4.6	61.4	22.3
Newer Services:								
Borrowing films (film strips, etc.)	8.3	73.9	11.5	6.3	14.3	3.3	51.8	30.4
Showing films	10.0	80.2	5.9	3.9	17.4	3.8	56.8	22.0
Borrowing phonograph records, tapes	10.4	79.8	7.3	2.5	16.9	3.0	54.4	25.7
Borrowing art items	9.8	78.3	8.0	3.9	17.3	4.5	56.2	22.0
Adult book discussion, other library program	10.7	80.2	6.9	2.2	18.2	3.6	58.5	19.7
Private study booths	10.1	73.3	12.5	4.1	16.8	3.1	59.7	20.4
Community or group meeting facilities	11.2	78.0	8.9	1.9	6.4	4.9	71.4	17.3
Paperback browsing racks	10.5	65.8	18.4	5.3	4.3	4.3	61.5	29.9
Helpful materials for educationally deprived	10.4	77.4	8.6	3.6	6.6	3.7	62.3	27.4
Microforms and microreaders	10.9	83.2	4.5	1.4	6.0	4.2	68.2	21.6
Books in large type	11.1	80.9	5.6	2.4	6.8	5.2	66.9	21.6
Copying service	11.3	67.7	17.5	3.5	4.5	2.6	68.1	24.8

Number Responding: Part A, 723 ; Part B, 614
Total Number in Sample: 873

Source: OSU Survey of Users, Franklin County public libraries, Fall, 1969

Table 5.12

PATRON EVALUATION OF PRESENT AND PROSPECTIVE LIBRARY SERVICES, GRANDVIEW HEIGHTS - UPPER

KIND OF SERVICE (OR FACILITY)	A--Frequency of Use				B--Future Development in This Library			
	No response	Never, or hardly ever	Moderately -about half of the time	Always or nearly always	No response	Reduce or eliminate (or avoid)	Keep about same	Enlarge or improve
Standard Services	Per Cent of Total				Per Cent of Total			
Reference books, pamphlets, indexes, etc.	4.6	30.9	44.0	20.5	8.0	4.0	49.6	38.4
Special assistance by reference librarian	6.7	48.0	33.7	11.6	7.2	3.7	71.7	17.4
Card catalog	5.2	15.3	42.2	37.3	9.4	2.9	62.0	25.7
Help from librarian about what to read	8.3	68.5	18.6	4.6	14.1	9.1	67.4	9.4
Help from librarian about where to find it	7.3	37.0	43.2	12.5	12.7	3.6	70.7	13.0
Facilities for reading library books	11.3	50.2	24.7	13.8	11.6	3.6	54.7	30.1
Facilities for reading current magazines	9.2	52.0	26.6	12.2	10.1	4.8	52.9	32.2
Browsing -- new books	4.3	22.3	34.6	38.8	9.4	2.2	50.4	38.0
Browsing -- book shelves	8.3	18.3	36.4	37.0	11.2	2.9	55.5	30.4
Inter-library loan	15.9	63.6	12.9	7.3	19.2	8.3	57.3	15.2
Borrowing books, periodicals to take home	8.0	22.0	18.3	51.7	13.0	4.8	55.8	26.4
Children's "story-hours" (bring children)	12.8	73.7	6.8	6.7	20.7	6.8	54.0	18.5
Quiet place to "get away from it all"	11.3	55.7	22.0	11.0	16.3	8.0	54.3	21.4
Special exhibits, displays, etc.	11.0	51.7	22.0	15.3	15.9	8.4	50.7	25.0
Newer Services:								
Borrowing films (film strips, etc.)	8.0	70.5	14.1	7.4	18.8	4.0	46.3	30.9
Showing films	10.4	77.0	8.6	4.0	22.0	4.0	49.1	24.9
Borrowing phonograph records, tapes	8.3	53.0	28.0	10.7	19.0	4.1	43.6	33.3
Borrowing art items	10.7	84.7	3.7	3.9	21.3	6.6	48.9	23.2
Adult book discussion, other library program	10.8	85.5	3.4	1.3	23.4	7.4	55.3	13.9
Private study booths	11.0	79.2	7.3	2.5	22.7	6.6	45.1	25.6
Community or group meeting facilities	10.4	82.9	5.8	.9	8.2	10.7	60.9	20.2
Paperback browsing racks	10.7	68.4	17.2	3.7	5.6	6.8	47.3	40.3
Helpful materials for educationally deprived	11.1	77.2	8.9	2.8	6.9	6.0	47.6	39.5
Microforms and microreaders	11.4	80.3	6.5	1.8	9.9	7.7	54.9	27.5
Books in large type	10.5	79.3	7.1	3.1	9.4	9.5	54.9	26.2
Copying service	11.1	71.4	14.7	2.8	6.0	4.3	56.7	33.0

Number Responding: Part A, 327 ; Part B, 276
Total Number in Sample: 371

Source: OSU Survey of Users, Franklin County public libraries, Fall 1969

Table 5.13

PATRON EVALUATION OF PRESENT AND PROSPECTIVE LIBRARY SERVICES, GROVE CITY

KIND OF SERVICE (OR FACILITY)	A--Frequency of Use				B--Future Development in This Library			
	No response	Never, or hardly ever	Moderately -about half of the time	Always or nearly always	No response	Reduce or eliminate (or avoid)	Keep about same	Enlarge or improve
Standard Services	Per Cent of Total				Per Cent of Total			
Reference books, pamphlets, indexes, etc.	4.3	26.1	52.9	16.7	4.4	.0	42.5	53.1
Special assistance by reference librarian	5.1	48.5	37.7	8.7	8.8	.0	74.4	16.8
Card catalog	5.8	21.9	35.8	36.5	6.2	2.6	62.9	28.3
Help from librarian about what to read	7.2	67.4	18.2	7.2	7.1	7.1	70.8	15.0
Help from librarian about where to find it	8.0	36.9	45.0	10.1	8.8	2.7	70.8	17.7
Facilities for reading library books	8.0	42.0	39.1	10.9	8.8	2.7	63.7	24.8
Facilities for reading current magazines	9.5	52.5	26.3	11.7	10.6	6.2	61.1	22.1
Browsing -- new books	7.2	21.1	31.1	40.6	8.0	4.4	39.8	47.8
Browsing -- book shelves	8.8	11.6	41.6	38.0	10.6	4.4	53.1	31.9
Inter-library loan	21.0	54.4	17.4	7.2	20.5	4.5	58.0	17.0
Borrowing books, periodicals to take home	7.3	19.0	28.4	45.3	13.3	4.4	49.6	32.7
Children's "story-hours" (bring children)	14.5	63.0	13.8	8.7	18.6	4.4	57.5	19.5
Quiet place to "get away from it all"	13.0	52.9	20.3	13.8	14.2	6.2	61.0	18.6
Special exhibits, displays, etc.	13.8	52.1	27.6	6.5	15.9	5.3	53.1	25.7
Newer Services:								
Borrowing films (film strips, etc.)	10.9	75.3	10.9	2.9	13.3	3.5	50.5	32.7
Showing films	10.9	78.2	8.0	2.9	15.0	1.8	54.0	29.2
Borrowing phonograph records, tapes	10.9	56.5	29.0	3.6	15.0	2.7	46.0	36.3
Borrowing art items	10.1	81.9	5.1	2.9	15.2	7.1	51.8	25.9
Adult book discussion, other library program	12.3	79.7	5.8	2.2	20.4	6.1	56.7	16.8
Private study booths	10.2	77.4	9.5	2.9	20.4	7.0	40.7	31.9
Community or group meeting facilities	12.3	79.0	5.8	2.9	5.1	6.1	64.3	24.5
Paperback browsing racks	9.4	42.8	36.2	11.6	4.0	6.1	58.6	31.3
Helpful materials for educationally deprived	14.5	63.8	18.1	3.6	10.1	3.0	53.6	33.3
Microforms and microreaders	13.2	76.5	6.6	3.7	10.2	4.1	59.2	26.5
Books in large type	11.6	76.1	8.0	4.3	8.1	9.1	64.6	18.2
Copying service	10.9	77.4	8.8	2.9	9.1	5.0	60.6	25.3

Number Responding: Part A, 138 ; Part B, 113
Total Number in Sample: 153

Source: OSU Survey of Users, Franklin County public libraries, Fall, 1969

Table 5.14

PATRON EVALUATION OF PRESENT AND PROSPECTIVE LIBRARY SERVICES, UPPER ARLINGTON - MAIN

KIND OF SERVICE (OR FACILITY)	A--Frequency of Use				B--Future Development in This Library			
	No response	Never, or hardly ever	Moderately -about half of the time	Always or nearly always	No response	Reduce or eliminate (or avoid)	Keep about same	Enlarge or improve
Standard Services	Per Cent of Total				Per Cent of Total			
Reference books, pamphlets, indexes, etc.	2.3	29.9	48.7	19.1	5.4	.8	45.3	48.5
Special assistance by reference librarian	5.3	48.0	38.8	7.9	8.9	2.4	75.8	12.9
Card catalog	3.7	12.1	41.9	42.3	7.5	.6	65.8	26.1
Help from librarian about what to read	7.9	75.6	13.9	2.4	13.7	4.6	70.9	10.8
Help from librarian about where to find it	6.5	38.2	46.0	9.3	12.1	1.4	72.8	13.7
Facilities for reading library books	9.1	53.7	20.9	16.3	11.1	2.4	52.8	33.7
Facilities for reading current magazines	7.0	54.2	25.1	13.7	10.8	1.9	56.6	30.7
Browsing -- new books	5.1	17.2	39.6	38.1	9.7	1.4	47.4	41.5
Browsing -- book shelves	6.0	18.2	38.6	37.2	11.6	2.1	57.2	29.1
Inter-library loan	15.6	68.4	10.0	6.0	23.5	5.3	54.8	16.4
Borrowing books, periodicals to take home	7.4	17.3	22.5	52.8	13.5	2.1	52.9	31.5
Children's "story-hours" (bring children)	10.5	70.7	8.1	10.7	18.9	4.8	58.2	18.1
Quiet place to "get away from it all"	9.1	67.6	16.3	7.0	19.4	5.1	55.0	20.5
Special exhibits, displays, etc.	10.5	59.3	23.2	7.0	17.8	5.9	52.0	24.3
Newer Services:								
Borrowing films (film strips, etc.)	8.4	84.4	4.2	2.8	21.4	2.7	44.3	31.6
Showing films	10.5	83.9	3.5	2.1	23.2	4.3	47.7	24.8
Borrowing phonograph records, tapes	8.6	56.1	25.8	9.5	18.9	2.9	40.5	37.7
Borrowing art items	10.2	77.2	9.3	3.3	21.8	4.6	50.1	23.5
Adult book discussion, other library program	10.5	85.1	3.5	.9	23.7	5.4	52.0	18.9
Private study booths	11.4	81.6	5.1	1.9	22.6	4.1	42.6	30.7
Community or group meeting facilities	11.2	80.4	6.1	2.3	9.7	8.7	58.2	23.4
Paperback browsing racks	9.5	56.1	28.4	6.0	4.4	5.6	46.6	43.4
Helpful materials for educationally deprived	12.3	77.9	6.1	3.7	12.2	2.8	49.1	35.9
Microforms and microreaders	11.2	83.9	3.3	1.6	11.6	4.0	56.0	28.4
Books in large type	11.2	79.7	6.3	2.8	11.3	5.3	61.5	21.9
Copying service	10.2	64.5	19.5	5.8	7.5	3.8	63.7	25.0

Number Responding: Part A, 430 ; Part B, 371
Total Number in Sample: 465

Source: OSU Survey of Users, Franklin County public libraries, Fall, 1969

Table 5.15

PATRON EVALUATION OF PRESENT AND PROSPECTIVE LIBRARY SERVICES, WESTERVILLE

KIND OF SERVICE (OR FACILITY)	A--Frequency of Use				B--Future Development in This Library			
	No response	Never, or hardly ever	Moderately -about half of the time	Always or nearly always	No response	Reduce or eliminate (or avoid)	Keep about same	Enlarge or improve
Standard Services		Per Cent of Total				Per Cent of Total		
Reference books, pamphlets, indexes, etc.	3.7	28.3	49.3	18.7	4.0	4.0	51.9	40.1
Special assistance by reference librarian	6.9	51.3	31.4	10.4	5.0	2.0	80.3	12.7
Card catalog	5.8	12.6	39.5	42.1	3.7	2.3	70.3	23.7
Help from librarian about what to read	6.6	72.0	15.3	6.1	8.1	8.0	73.2	10.7
Help from librarian about where to find it	6.1	42.9	38.9	12.1	7.7	3.1	77.4	11.8
Facilities for reading library books	8.6	47.9	26.5	17.0	8.4	4.7	64.3	22.6
Facilities for reading current magazines	11.0	50.6	25.0	13.4	9.4	4.6	64.9	21.1
Browsing -- new books	6.1	17.8	35.8	40.3	8.7	2.4	55.0	33.9
Browsing -- book shelves	8.1	13.5	35.7	42.7	11.4	3.0	61.8	23.8
Inter-library loan	16.8	57.5	14.1	11.6	19.1	8.3	57.5	15.1
Borrowing books, periodicals to take home	8.6	18.5	18.7	54.2	11.4	3.7	63.5	21.4
Children's "story-hours" (bring children)	12.4	68.9	7.5	11.2	14.1	7.8	58.6	19.5
Quiet place to "get away from it all"	9.8	58.5	23.9	7.8	12.1	7.7	65.4	14.8
Special exhibits, displays, etc.	10.4	59.3	21.1	9.2	13.7	7.0	58.2	21.1
Newer Services:								
Borrowing films (film strips, etc.)	9.6	72.0	10.5	7.9	17.8	5.8	49.1	27.3
Showing films	12.4	76.9	6.1	4.6	19.8	7.0	53.7	19.5
Borrowing phonograph records, tapes	12.4	76.9	6.7	4.0	19.5	7.3	44.7	28.5
Borrowing art items	12.4	81.0	3.7	2.9	20.5	7.4	47.6	24.5
Adult book discussion, other library program	13.3	80.4	5.1	1.2	22.1	8.4	50.7	18.8
Private study booths	12.4	77.2	7.5	2.9	20.7	8.1	45.1	26.1
Community or group meeting facilities	13.5	73.2	10.4	2.9	7.4	8.2	64.1	20.3
Paperback browsing racks	14.4	71.2	9.5	4.9	4.3	7.4	46.3	42.0
Helpful materials for educationally deprived	13.3	71.7	10.1	4.9	7.8	4.7	56.4	31.1
Microforms and microreaders	14.1	78.7	3.7	3.5	8.9	9.4	56.0	25.7
Books in large type	13.0	79.2	5.2	2.6	8.2	7.8	60.6	23.4
Copying service	14.4	74.6	7.0	4.0	9.3	9.4	56.0	25.3

Number Responding: Part A, 347 ; Part B, 298
Total Number in Sample: 387

Source: OSU Survey of Users, Franklin County public libraries, Fall, 1969

Table 5.16

PATRON EVALUATION OF PRESENT AND PROSPECTIVE LIBRARY SERVICES, WORTHINGTON

KIND OF SERVICE (OR FACILITY)	A--Frequency of Use				B--Future Development in This Library			
	No response	Never, or hardly ever	Moderately -about half of the time	Always or nearly always	No response	Reduce or eliminate (or avoid)	Keep about same	Enlarge or improve
Standard Services	Per Cent of Total				Per Cent of Total			
Reference books, pamphlets, indexes, etc.	3.0	26.0	53.0	18.0	5.4	1.2	50.1	43.3
Special assistance by reference librarian	4.2	47.6	39.7	8.5	6.7	1.2	78.2	13.9
Card catalog	4.0	14.2	42.5	39.3	6.9	.2	68.7	24.2
Help from librarian about what to read	5.0	74.0	17.0	4.0	8.4	6.0	73.8	11.8
Help from librarian about where to find it	4.3	36.8	48.7	10.2	8.2	1.2	77.5	13.1
Facilities for reading library books	9.7	47.8	26.5	16.0	9.4	1.3	65.7	23.6
Facilities for reading current magazines	8.0	49.2	28.1	14.7	11.0	1.9	62.9	24.2
Browsing -- new books	4.2	16.8	39.7	39.3	6.9	.8	54.1	38.2
Browsing -- book shelves	6.7	14.8	37.0	41.5	8.1	1.6	61.3	29.0
Inter-library loan	14.7	68.5	10.6	6.2	19.7	6.3	57.7	16.3
Borrowing books, periodicals to take home	5.5	17.8	22.9	53.8	10.9	1.5	58.0	29.6
Children's "story-hours" (bring children)	10.7	77.6	8.5	3.2	16.7	3.7	63.7	15.9
Quiet place to "get away from it all"	8.5	56.5	26.0	9.0	13.3	4.3	65.5	16.9
Special exhibits, displays, etc.	8.8	50.7	29.5	11.0	11.6	6.2	60.7	21.5
Newer Services:								
Borrowing films (film strips, etc.)	9.0	82.2	6.8	2.0	17.8	2.6	49.1	30.5
Showing films	9.7	84.0	4.5	1.8	18.0	4.3	53.2	24.5
Borrowing phonograph records, tapes	7.3	54.4	29.0	9.3	15.4	2.0	48.7	33.9
Borrowing art items	7.5	81.5	7.7	3.3	16.5	6.0	54.1	23.4
Adult book discussion, other library program	9.0	85.2	4.1	1.7	18.4	6.1	55.8	19.7
Private study booths	9.8	77.9	9.0	3.3	18.0	5.2	48.1	28.7
Community or group meeting facilities	10.2	83.0	5.3	1.5	7.2	10.1	62.6	20.1
Paperback browsing racks	8.8	46.2	34.5	10.5	4.0	3.2	48.8	44.0
Helpful materials for educationally deprived	11.2	78.5	6.8	3.5	7.6	2.3	56.1	34.0
Microforms and microreaders	11.0	82.8	4.4	1.8	8.5	4.6	61.1	25.8
Books in large type	10.0	81.3	5.5	3.2	7.8	5.1	64.9	22.2
Copying service	9.2	61.3	23.0	6.5	4.7	3.8	67.2	24.3

Number Responding: Part A, 600 ; Part B, 534
Total Number in Sample: 659

Source: OSU Survey of Users, Franklin County public libraries, Fall, 1969

VI

NONUSERS OF THE PUBLIC LIBRARY

Studies of public library services and needs almost invariably focus only on that segment of the population that uses the library. This limitation is inherent in surveys carried out in the public library itself. Nonusers - the great "silent majority" of the population - are seldom studied to determine their attitudes toward the library and their perception of needed services and facilities. Yet, they represent a significant component of potential library usage.

FIELD SURVEY SAMPLE

To obtain a profile of this segment of the community, this study includes a special field survey designed to reach a random sample of the population of Franklin County at large. A cluster sampling procedure was used, in which all the census tracts in the county were stratified by race, income and education, and tracts randomly selected to represent each stratum. Blocks were selected at random within each sample census tract.[1] Though the sample was not designed to be representative of each library primary service area, it turned out that nearly every library

[1] Detailed specifications of the sample and its determination are shown in Appendix Table A6.1.

Table 6.1

RESPONDENTS TO NONUSER SURVEY, BY LIBRARY PRIMARY SERVICE AREA

Library	NON-USERS SURVEYED	PER CENT OF TOTAL
Columbus-Main	18	2.9
Beechwold	8	1.3
Clintonville	24	3.9
Franklinton	10	1.6
Gahanna	14	2.3
Hilliard	19	3.1
Hilltonia	6	1.0
Hilltop	62	10.0
Linden	33	5.3
Livingston	31	5.0
Martin Luther King	52	8.4
Morse Road	24	3.9
Northern Lights	31	5.0
Northside	19	3.1
Parsons	61	9.9
Reynoldsburg	-	-
Shepard	22	3.6
Whitehall	51	8.3
Bexley	50	8.1
Grandview Hts.-Upper	-	-
Grandview Hts.-Lower		
Grove City	34	5.5
Upper Arlington-Main		
Upper Arlington-Lane	15	2.4
Upper Arlington-Miller		
Westerville	8	1.3
Worthington	26	4.2
Total	618	100.0

Source: Survey of Users of Franklin County Public Libraries, Fall, 1969.

area was represented (Table 6.1). Interviewers were instructed to obtain a pre-determined number of interviews from the designated sample block, or from an adjacent block. Field interviewing was carried out during the months of November and December, 1969.

The sample was designed to produce between 500 and 600 nonuser interviews, and 1,084 household visits were planned. A total of 980 completed interviews was actually conducted.[2] Of these, 292 respondents were classed as library users (Table 6.2). Since the aim of this survey was to analyze non-user characteristics, library users were asked only a few questions. Of those remaining, 618 were classified, on the basis of answers to questions contained in the interview form, to be library nonusers. Nonusers were defined as those who had not used the library within the past twelve months.

Seventy other respondents were classified as "nonreaders". These were distinguished from other nonusers by their inability to identify a library from a picture carried by the interviewer and showing elements of the interior of a library and featuring prominently the words "library" and "reading room." These respondents were assumed to be low-level readers, if literate at all, and unlikely to become users of the library under almost any conceivable circumstances.

Responses of the library nonusers interviewed, classified by race, age, education and income, are summarized in Tables 6.3 - 6.9.

---

[2]The interview questions and recording schedule for each interview are shown as Appendix B. 3.

Table 6.2

PERSONAL CHARACTERISTICS OF SAMPLE OF
RESPONDENTS TO FIELD SURVEY OF LIBRARY USE

Characteristic	Total	Nonreaders	Library Users	Library Nonusers
	Number Interviewed			
RACE:				
White	774	40	246	488
Nonwhite	205	30	46	129
Not reported	1			1
Total	980	70	292	618
AGE:				
19 - 29 years	235	6	91	138
30 - 39 years	326	22	128	176
40 - 59 years	305	19	65	221
60 over	105	14	8	83
Not reported	9	9		
Total	980	70	292	618
EDUCATION:				
Under 8 years	58	25	2	31
8 - 11 years	239	19	25	195
12 years	360	11	126	223
13 - 15 years	224	3	93	128
16 over	73		36	37
Not reported	26	12	10	4
Total	980	70	292	618
INCOME:				
Under $5,000	194	31	24	139
$5,000 - $10,000	445	22	131	292
$10,000 over	280	3	123	154
Not reported	61	14	14	33
Total	980	70	292	618

Source: OSU Field Survey of Use of Franklin County public libraries, Fall, 1969

READING HABITS OF NONUSERS OF LIBRARIES

The survey included a series of questions designed to provide a profile of the reading habits of library nonusers. The first of these concerned newspaper reading. About one fourth of all nonusers reported "none or limited" newspaper reading -- i. e., reading only the comics and sports page. About half of all respondents indicated "moderate" newspaper reading extending to news columns. Another one fourth reported "extensive" reading - including reading of editorials and special features. Among the more interesting findings of the analysis of responses to this question is the fact that while as might be expected, extensive newspaper reading was found to increase steadily with education, the highest education group was concentrated in the moderate reading category. More than four fifths of all respondents in the 16 and over education category reported moderate or extensive newspaper reading.

A second question concerned "the number of magazines regularly read." The results of this question were difficult to interpret as it has proved impossible to distinguish the reading of monthly magazines from those that appear weekly. Perhaps most significant is the finding that almost one third of library nonusers report reading no magazines. The percentage is more than two in five for the lowest income group, declining to 15% for the $10,000 and over class. By level of education, the contrast is even more marked, with more than three-fourths of those

Table 6.3

READING HABITS OF LIBRARY NONUSERS, BY RACE AND AGE

ITEM	TOTAL		RACE		AGE			
	Number	Per Cent of Total	White	Non-White	19-29	30-39	40-59	60 & Over
Total Number of Nonusers	618	100.0	488	129	138	176	221	83
NEWSPAPER READING:			Per Cent of Total[1]					
None	20	3.2	3.3	3.1	4.3	4.0	1.8	3.6
Limited	140	22.7	19.8	32.6	39.9	18.7	19.9	9.6
Moderate	296	47.9	49.6	41.8	39.1	53.4	51.1	42.2
Extensive	162	26.2	27.3	22.5	16.7	23.9	27.2	44.6
Total	618	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MAGAZINES REGULARLY READ:								
None	186	30.1	26.0	45.3	25.5	33.5	30.3	30.1
12 - 15	77	12.5	13.1	10.2	13.9	10.8	14.0	9.7
20 - 30	89	14.4	16.6	6.3	18.3	13.6	10.9	19.2
36 - 40	81	13.2	13.1	13.2	10.3	14.8	14.0	12.2
48 - 52	66	10.6	10.7	10.9	12.4	9.1	10.4	2.0
60 - 65	58	9.4	10.2	6.3	9.4	9.1	10.4	7.2
74 - 88	33	5.4	6.0	3.1	5.1	5.7	5.5	4.8
99	27	4.4	4.3	4.7	5.1	3.4	4.5	4.8
No Response	1							
Total	618	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOOKS READ PER YEAR:								
None	223	36.2	36.4	35.7	25.4	33.5	38.5	54.3
1 - 2	82	13.3	14.0	10.1	14.5	12.5	13.1	13.6
3 - 5	85	13.8	13.8	14.0	13.0	13.7	15.4	11.1
6 - 8	60	9.7	9.5	10.8	7.2	10.7	11.3	7.4
9 - 12	65	10.6	10.7	10.0	10.9	11.4	11.3	6.2
13 - 20	30	4.9	5.3	3.1	5.8	7.4	4.1	
21 - 40	29	4.7	4.1	7.0	10.1	3.4	3.1	2.4
41 or more	42	6.8	6.2	9.3	13.1	7.4	3.2	5.0
No Response	2							
Total	618	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HARD COVER BOOKS READ PER YEAR:								
None	357	57.9	56.0	65.1	55.1	57.4	59.7	59.3
1 - 2	86	14.0	14.8	10.9	13.7	15.3	13.1	13.5
3 - 5	75	12.2	11.5	14.7	11.6	13.1	13.2	8.7
6 - 8	25	4.0	4.7	1.5	4.4	3.4	3.1	7.4
9 - 12	28	4.6	4.8	3.9	4.3	2.3	6.8	3.7
13 - 20	17	2.7	2.8	2.3	3.6	3.4	2.3	1.2
21 - 40	14	2.3	2.9		2.2	3.4	1.8	1.2
41 or more	14	2.3	2.5	1.6	5.1	1.7		5.0
No Response	2							
Total	618	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(Continued on next page)

Table 6.3 (Concluded)

READING HABITS OF LIBRARY NONUSERS, BY RACE AND AGE

ITEM	TOTAL		RACE		AGE			
	Number	Per Cent of Total	White	Non-White	19-29	30-39	40-59	60 & Over
PAPERBACK BOOKS READ PER YEAR:								
None	323	52.4	53.7	48.1	38.4	44.3	57.0	81.5
1 - 2	73	11.9	12.3	9.2	14.5	15.9	9.1	6.2
3 - 5	78	12.7	13.0	11.6	12.3	11.4	16.2	6.1
6 - 8	49	8.0	8.2	7.0	8.0	9.6	8.2	3.7
9 - 12	30	4.9	4.3	7.0	6.5	5.7	4.9	
13 - 20	18	2.8	2.5	4.7	3.6	5.7	.9	1.3
21 - 40	20	3.2	2.9	4.7	8.0	4.0	.5	1.2
41 or more	25	4.1	3.1	7.7	8.7	3.4	3.2	
No Response	2							
Total	618	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TYPE OF READING:								
None	110	17.9	15.2	28.6	14.0	18.3	17.7	24.4
Fiction	128	20.9	20.2	23.6	29.4	21.1	19.1	11.0
Non-Fiction	205	33.5	34.8	27.8	28.7	33.2	31.4	47.5
Both	170	27.7	29.8	19.8	27.9	27.4	31.8	17.1
No Responses	5							
Total	618	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURPOSE OF READING:								
Work related	42	7.1	8.0	4.0	10.4	6.6	5.6	6.5
Recreational	323	54.8	55.7	50.8	64.2	56.6	54.0	36.4
Cultural	70	11.8	11.6	12.9	8.2	9.7	11.3	24.6
Current Events	155	26.3	24.7	32.3	17.2	27.1	29.1	37.5
No Response	28							
Total	618	100.0	100.0	100.0	100.0	100.0	100.0	100.0

[1]Not including non-responses

Source: OSU Field Survey of Library Nonusers, Fall, 1969

with less than an eighth grade education reporting no magazine reading, and only 13.5% of those with 16 or more years of education so reporting.

Slightly over one third of all library nonusers reported that they had read no books in the previous year. For all library nonusers, the median number of books read was a little more than two. More than half of those with less than $5,000 income reported no books read in the previous year. The median number of books read increased regularly with income. By years of education, again, the increase in reading was very pronounced. Median number of books read increased from zero in the "under 8 years of education" category, to six to eight in the "16 and over" category.

The impact of paperback books is apparently uneven. More than half the nonusers reported reading no paperbacks within the past year. The percentage was especially high for the lowest education category, but showed little or no pattern for those with more than 8 years of education. On the other hand, those with between 8 and 12 years of education apparently concentrate their reading in paperbacks; approximately one fourth of the respondents in these education categories indicated that all of their book reading consisted of paperbacks. By income class, more than 30% of those with $5,000 to $10,000 income reported their book-reading consisted entirely of paperbacks. This percentage contrasts rather sharply with the lower and higher income categories. It would appear that the paperback market consists largely of middle-income

Table 6.4

READING HABITS OF LIBRARY NONUSERS, BY EDUCATION AND BY INCOME

ITEM	TOTAL		YEARS OF SCHOOL ATTENDED					INCOME		
	Number	Per Cent of Total	Under 8	8-11	12	13-15	16 or over	Less than $5,000	$5,000 to $10,000	Over $10,000
Total Number of Nonusers	618	100.0	31	195	223	128	37	139	292	154
NEWSPAPER READING:					Per Cent of Total[1]					
None	20	3.2	12.9	5.1	1.3	2.3		6.5	3.8	
Limited	140	22.7	35.5	30.3	18.4	16.4	18.9	27.3	26.3	13.0
Moderate	296	47.9	41.9	41.0	51.6	50.0	56.8	39.6	49.3	54.5
Extensive	162	26.2	9.7	23.6	28.7	31.3	24.3	26.6	20.6	32.5
Total	618	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MAGAZINES REGULARLY READ:										
None	186	30.1	77.4	40.2	24.2	18.8	13.5	43.9	32.6	14.9
12 - 15	77	12.5		14.9	12.1	10.1	18.9	8.6	15.5	9.8
20 - 30	89	14.4	9.7	11.9	16.2	15.6	18.9	15.8	10.7	19.5
36 - 40	81	13.2	3.2	11.9	12.5	18.8	10.8	13.0	11.6	16.2
48 - 52	66	10.6	3.2	8.3	12.1	11.7	16.3	6.4	12.4	10.4
60 - 65	58	9.4		6.7	11.7	13.3	5.4	6.4	7.6	14.9
74 - 88	33	5.4	6.5	1.0	7.6	6.2	10.8	2.2	5.8	7.1
99	27	4.4		5.2	3.6	5.5	5.4	3.6	3.8	7.1
No Response	1									
Total	618	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOOKS READ PER YEAR:										
None	223	36.2	71.0	47.2	31.4	21.9	22.9	53.6	31.5	26.8
1 - 2	82	13.3	16.1	11.8	13.0	17.2	8.5	10.2	15.8	13.1
3 - 5	85	13.8	3.2	12.3	14.3	17.9	14.3	7.9	15.0	15.6
6 - 8	60	9.7	6.5	8.2	9.4	11.7	17.1	7.9	9.6	11.8
9 - 12	65	10.6	3.2	7.7	11.3	16.4	8.6	6.5	11.3	13.7
13 - 20	30	4.9		3.5	7.1	4.7	2.9	2.2	5.8	5.9
21 - 40	29	4.7		2.6	6.3	3.9	4.2	3.6	4.8	6.4
41 or more	42	6.8		6.7	7.2	6.3	11.5	8.0	6.2	6.4
No Response	2									
Total	618	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HARD COVER BOOKS READ PER YEAR:										
None	357	57.9	80.6	74.9	53.8	39.1	37.1	68.1	62.3	39.9
1 - 2	86	14.0	16.2	9.2	16.2	17.1	14.3	10.2	13.4	19.6
3 - 5	75	12.2	3.2	8.2	13.0	19.6	11.4	8.6	12.3	14.3
6 - 8	25	4.0		2.6	3.5	7.8	5.7	2.2	3.8	6.6
9 - 12	28	4.6		1.5	5.0	8.6	8.6	2.2	3.4	9.1
13 - 20	17	2.7		2.0	2.7	3.1	8.6	2.9	2.4	2.6
21 - 40	14	2.3		1.1	2.7	2.3	8.6	2.2	0.6	5.9
41 or more	14	2.3		.5	3.2	2.4	5.7	3.7	1.8	2.0
No Response	2									
Total	618	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(continued on next page)

Table 6.4 (Concluded)

READING HABITS OF LIBRARY NONUSERS, BY EDUCATION AND BY INCOME

ITEM	TOTAL		YEARS OF SCHOOL ATTENDED					INCOME		
	Number	Per Cent of Total	Under 8	8-11	12	13-15	16 or over	Less than $5,000	$5,000 to $10,000	Over $10,000
PAPERBACK BOOKS READ PER YEAR:										
None	323	52.4	80.6	55.4	47.5	49.2	48.6	67.4	44.5	51.6
1 - 2	73	11.9	6.5	11.3	11.7	15.6	8.5	8.7	14.0	10.5
3 - 5	78	12.7	3.2	10.7	14.3	14.9	14.3	7.2	14.0	15.0
6 - 8	49	8.0	9.7	6.7	9.0	8.6	5.7	5.8	7.9	10.5
9 - 12	30	4.9		5.6	4.9	3.1	11.5	1.5	8.2	2.6
13 - 20	18	2.8		2.6	4.5	1.5	2.8	3.6	3.1	2.6
21 - 40	20	3.2		2.5	4.0	3.9	2.9	2.9	3.4	3.9
41 or more	25	4.1		5.2	4.0	3.1	5.7	2.9	4.8	3.3
No Response	2									
Total	618	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TYPE OF READING:										
None	110	17.9	51.6	29.2	11.3	9.4	2.7	33.3	18.0	5.9
Fiction	128	20.9	6.5	24.4	19.9	21.1	18.9	15.2	24.2	20.2
Non-Fiction	205	33.5	35.4	30.2	32.2	35.9	46.0	38.4	30.5	32.1
Both	170	27.7	6.5	16.2	36.7	33.6	32.4		27.3	41.8
No Response	5									
Total	618	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURPOSE OF READING:										
Work related	42	7.1		3.9	3.7	12.8	27.0	3.9	6.5	12.5
Recreational	323	54.8	22.2	49.5	61.6	60.8	40.6	43.4	57.0	58.6
Cultural	70	11.8	22.2	14.6	10.9	7.2	13.5	19.4	10.5	9.2
Current Events	155	26.3	55.6	32.0	23.8	19.2	18.9	33.3	26.0	19.7
No Response	28									
Total	618	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

[1] Not including non-responses

Source: OSU Field Survey of Library Nonusers, Fall, 1969

readers with at least some high school education.

About one third of the library nonusers surveyed indicated that they read principally non-fiction, and about one in five reported principally fiction. Of those reporting that they do essentially no reading, the majority were concentrated in the lower income groups and in the lower educational groups (less than 8 years and 8-11 years). The cross-classification of type of reading by education revealed that the proportion reporting fiction as the primary form of reading declines as one moves up the educational ladder, while the proportion reporting non-fiction increases.

Most library nonusers reported "recreation" as their principle purpose in reading, and about half as many reported current events. Emphasis on current events, surprisingly, was greatest in the lowest education category and declined consistently with increases in level of education. Emphasis on work-related reading, cited by only seven per cent of nonusers, increased both with level of income and with years of education; for those with 16 or more years of education, more than one in four cited this as the primary purpose in their reading.

AWARENESS OF THE PUBLIC LIBRARY

Respondents to the nonuser survey were asked to identify a nearby public library by name or location. The purpose of this question was to determine in a rough way the extent of nonusers' awareness of the public library. More than 80% of the nonusers were able to identify such a library. The percentage increased consistently by income group. It

Table 6.5

NONUSERS' AWARENESS OF PUBLIC LIBRARY, BY RACE, AGE, EDUCATION AND INCOME

Personal Characteristic	TOTAL		IDENTIFICATION OF A NEARBY LIBRARY	
	Number	Per Cent of Total	Could Identify	Could not identify
TOTAL Nonusers:				
Number	618[1]		499	118
Per Cent		100.0%	80.8%	19.2%
			Per Cent of Total	
BY RACE:				
White	404	100.0%	82.8%	17.2%
Nonwhite	94	100.0	73.4	26.6
BY AGE:				
19 - 29	138	100.0	75.4	24.6
30 - 39	176	100.0	82.3	17.7
40 - 59	221	100.0	84.2	15.8
60 and over	83	100.0	78.3	21.7
BY EDUCATION (years of school attended):				
Under 8	31	100.0	58.1	41.9
8 - 11	195	100.0	83.1	16.9
12	223	100.0	79.8	20.2
13 - 15	128	100.0	81.9	18.1
16 and over	37	100.0	89.2	10.8
BY INCOME:				
Less than $5,000	139	100.0	72.7	27.3
$5,000 - $10,000	292	100.0	80.8	19.2
More than $10,000	154	100.0	87.0	13.0

[1]Includes: No Response

Source: OSU Field Survey of Library Nonusers, Fall, 1969

was especially low for the lowest education group (Table 6.5), but it is apparent that lack of awareness of the availability of a library is not a major factor in library nonuse.

REASONS FOR NOT USING LIBRARY

Responding to questions concerning reasons for their not using the public library, the 618 nonusers offered a total of 755 reasons; some cited several reasons while others cited no reason for not using the library. Responses were grouped in two categories, those relating to personal characteristics, and those relating to the library itself. Personal factors exceeded library factors in number of mentions by a proportion of more than four to one. Especially among the nonusers in lower-education categories, personal factors predominate over library factors (Table 6.6). This suggests that the reason nonusers do not patronize the public libraries are largely beyond direct control of the library and are not likely to be affected by changes in library facilities, services or personnel.

Personal Factors

Among the personal factors, responses categorized as "don't have time" were cited most frequently. By race, more than half the whites and 40% of nonwhites cited this reason. This reason was offered least

[3]The naming of reasons was entirely spontaneous on the part of respondents. Interviewers were instructed not to suggest or present a possible list of reasons from which respondents might choose. The list on the interview recording schedule was anticipatory and only for the convenience of the interviewer in classifying and recording the response.

Table 6.6

REASONS FOR NOT USING THE PUBLIC LIBRARY,
NONUSERS, BY PERSONAL CHARACTERISTICS

PERSONAL CHARACTERISTIC	TOTAL ITEMS MENTIONED		PERSONAL FACTORS					LIBRARY FACTORS	
	Number	Per Cent	Don't Enjoy Reading	Don't Have Time	Too Much Trouble	Buy Books, Read At Home	Watch TV	Not Conveniently Located	Lacks Materials I Need
TOTAL Items Mentioned:									
Number	755 [1]		61	362	64	128	28	85	27
Per Cent of Total		100.0%	8.1%	47.9%	8.5%	17.0%	3.7%	11.2%	3.6%
			Per Cent of Total						
BY RACE:									
White	566	100.0%	8.1%	50.0%	8.5%	16.6%	1.6%	10.6%	4.4%
Nonwhite	188	100.0	7.4	41.5	8.5	18.1	10.1	13.3	1.1
BY AGE:									
19 - 29	169	100.0	3.6	56.1	7.1	14.2	1.8	13.6	3.0
30 - 39	233	100.0	6.9	49.8	7.7	15.0	2.6	15.0	3.0
40 - 59	259	100.0	9.7	47.8	7.3	17.0	5.8	6.2	4.2
50 and over	94	100.0	14.8	23.4	16.0	26.6	4.3	11.7	3.2
BY EDUCATION(years of school attended):									
Under 8	28	100.0	39.3	32.2	11.7	7.1	7.1	0	3.6
8 - 11	240	100.0	10.0	48.7	9.6	15.0	4.2	10.8	1.7
12	281	100.0	6.0	48.1	6.8	18.5	2.8	15.3	2.5
13 - 15	164	100.0	4.3	51.2	11.0	18.3	4.3	7.9	3.0
16 and Over	37	100.0	5.4	40.6	2.7	16.2	2.7	8.1	24.3
BY INCOME:									
Under $5,000	167	100.0	13.2	38.2	12.0	19.2	4.8	10.8	1.8
$5,000 - $10,000	357	100.0	5.6	51.0	8.7	17.1	3.9	11.5	2.2
Over $10,000	187	100.0	6.4	52.4	3.2	16.6	3.2	10.2	8.0

[1] Total number of reasons or items mentioned by 618 nonusers interviewed.

Source: OSU Field Survey of Nonusers of Libraries in Franklin County, Fall, 1969

frequently by those aged 60 and over: perhaps the prevalence of retired persons, many of whom have plenty of time to go to the library should they wish to, accounts for this result. Lack of time was also cited relatively fewer times by those with 8 years or less of education and by those with low income. In both groups, other reasons were understandably more important.

Second most frequently mentioned was "buy books and read at home". This reason was especially significant among the 60 and over age group. Only in this age group was this the most often offered reason. Relatively few mentions of this reason were found among higher income groups, where one might expect purchase of books to be especially prevalent.

"Too much trouble" was the next most frequently cited reason. It was mentioned especially often by those in the sixty and over age group.

"Don 't enjoy reading" was mentioned less often than the preceding reasons, but was cited most often of all in the group having less than eight years of education. As one might expect, the frequency of mention diminishes consistently with increases in level of education. A greater-than-average proportion of those aged 60 and over and 40-59 also cited this reason.

Librarians and others concerned with the public libraries often suggest television to be an important cause for lack of interest in the library. In total, less than 5% of all respondents mentioned watching television as a reason for their failure to make use of the library. How-

ever, this reason was mentioned much more frequently by nonwhites than by whites, among the highest two age groups, and in the lowest income and lowest education groups.

One other reason was included on the interview recording schedule - the idea that the "library is mainly for children", in anticipation that a substantial number of nonusers might regard the library in this light. Only six nonusers, however, mentioned this as a major reason.

Library-Related Factors

Library factors, as mentioned earlier, were less often cited by nonusers. Only two such categories of reasons were offered sufficiently often to warrant analysis by race, income, age and education. Eighty-five of the 618 nonusers cited inconvenient location of the library and library branches as their reason for not attending the library. This factor was cited with disproportionate frequency by nonwhites. Much less frequently mentioned (27 responses in total) were reasons categorized as "the library doesn't have the kind of material I need." This factor was especially common among whites and among high-income nonusers.

Other factors mentioned include "inadequacy of parking," "the library is not open convenient hours," "library personnel," and "fines and fees."

SUMMARY: THE LIBRARY NONUSER

To the extent that any generalizations can be made, the profile of the typical library nonuser would seem to be one who: a) reads non-

fiction in preference to fiction; b) who is a moderate to extensive reader of the newspapers; c) who reads at the median five books per year, several of which are hard-cover books; and d) whose principal purpose in reading is for recreational purposes. The typical nonuser also is evidently a reader who is not inclined to look to the public library for reading material, but instead is accustomed to purchase his own books or magazines, or perhaps borrow them from friends. There is little evidence to indicate that the libraries are badly remiss in not serving this segment of the reading public, and there are no clear guidelines as to what, if anything, libraries might do in the future to bring such people into closer contact with the library. Explorations in greater depth than was possible in the inteviews done in this study would be necessary to determine if in fact there are solutions or remedies that libraries might apply, and if so, what such programs might entail.

FUTURE LIBRARY USE BY PRESENT NONUSERS

Finally, nonusers were asked a series of questions concerning the circumstances in which they might in the future make use of the libraries. Four suggested changes received a total of 179 mentions. Most often cited was the more convenient location of branches (84 mentions) and "more books of the kind I can use" (48 mentions). Less often mentioned were "more specialized materials" such as art prints, phonograph records, films and film strips, and the provision of public meeting facilities in the library building (Table 6. 7).

Table 6.7

CHANGES THAT MIGHT LEAD TO LIBRARY USE, NONUSERS, BY PERSONAL CHARACTERISTICS

PERSONAL CHARACTERISTIC	TOTAL ITEMS MENTIONED Number	Per Cent	More Books I Can Use	Branches More Convenient	More Specialized Materials	Meeting Facilities
TOTAL Items Mentioned:						
Number	179		48	84	24	23
Per Cent of Total		100.0%	26.8%	46.9%	13.4%	12.9%
			Per Cent of Total			
BY RACE:						
White	121	100.0%	28.1%	48.0%	13.2%	10.7%
Nonwhite	58	100.0	24.2	44.8	13.8	17.2
BY AGE:						
19 - 29	54	100.0	33.3	48.2	11.1	7.4
30 - 39	58	100.0	22.4	55.2	10.3	12.1
40 - 59	49	100.0	22.4	38.8	18.4	20.4
60 and over	18	100.0	33.3	38.9	16.7	11.1
BY EDUCATION(years of school attended):						
Under 8	4		--	(1)*	(1)*	(2)*
8 - 11	58	100.0	34.5	41.3	12.1	12.1
12	68	100.0	11.8	63.2	11.8	13.2
13 - 15	37	100.0	43.2	35.2	8.1	13.5
16 and Over	12	100.0	33.3	25.0	41.9	--
BY INCOME:						
Under $5,000	36	100.0	25.0	47.2	13.9	13.9
$5,000 - $10,000	99	100.0	29.3	47.3	11.2	11.2
Over $10,000	37	100.0	24.3	40.6	21.6	13.5

[1]Total number of items mentioned by 618 nonusers interviewed (of whome 23 did not respond and 427 would not visit public library regardless of changes ---see Table 6.8)

*Number of items

Source: OSU Field Survey of Nonusers of Libraries in Franklin County, Fall, 1969

Perhaps most significant, however, is the finding that more than two-thirds of the nonusers interviewed expect that they will continue to stay away from the library, no matter what changes are made in library facilities, services, and practices. Of those who indicated the probability of their future conversion to library users, forty-nine expected to use the library once a month in the future, and thirty-two indicated once a week (Table 6.8).

ATTITUDES TOWARD PUBLIC LIBRARIES

In an effort to probe the latent attitudes of nonusers toward the public library, the same series of statements concerning the library that was included in the user survey was presented to nonusers. These six statements were designed to bring out certain aspects of the library image that many library people think may be influential in shaping library usage patterns. As in Table 5.8, responses to the statements 2, 3 and 6 have again been reported as complements in order that all six responses can be analyzed in terms of the "per cent favorable", the assumption being that an "agree" response to questions 2, 3 and 6 as originally asked implies an unfavorable attitude.

The first statement, "I feel that as libraries and branches are now located, they are easy for people to get" was designed to reveal attitudes toward convenience of the libraries. More than three-fourths of all nonusers responding indicated agreement with that statement. Agreement was more common among whites than nonwhites, among older

Table 6.8

LIBRARY VISITS PER YEAR OF LIBRARY CHANGES MADE,
NONUSERS, BY PERSONAL CHARACTERISTICS

PERSONAL CHARACTERISTIC	TOTAL INTERVIEWED		VISITS PER YEAR							
	Number	Per Cent	None	Less than 6	6-11	12	13-24	25-51	52	53 or more
TOTAL INTERVIEWED:										
Number	618[1]		427	31	23	49	9	15	32	4
Per Cent of Total		100.0%	72.5%	5.1%	3.9%	8.3%	1.5%	2.6%	5.4%	0.7%
			Per Cent of Total							
BY RACE:										
White	469	100.0	75.9%	4.7%	3.0%	7.6%	1.7%	2.4%	3.8%	0.9%
Nonwhite	121	100.0	58.3	6.6	7.5	10.8	0.8	3.3	11.7	--
BY AGE:										
19 - 29	134	100.0	56.0	5.9	4.5	14.2	3.0	3.7	10.4	2.3
30 - 39	167	100.0	70.1	5.9	4.2	7.8	1.8	4.2	5.4	0.6
40 - 59	212	100.0	80.2	5.2	4.7	4.7	0.9	1.0	3.3	--
60 and Over	77	100.0	84.4	2.6	--	9.1	--	1.3	2.6	--
BY EDUCATION(Years of school attended):[2]										
Under 8	29	100.0	89.7	3.4	--	--	--	6.9	--	--
8 - 11	185	100.0	73.5	4.9	3.8	9.7	--	2.7	4.8	0.6
12	214	100.0	70.1	4.7	4.6	7.5	1.4	2.3	8.4	1.0
13 - 15	124	100.0	68.5	7.3	4.0	11.3	4.0	2.5	2.4	--
16 or Over	34	100.0	76.5	5.9	2.9	2.9	3.0	5.9	--	2.9
BY INCOME:[3]										
Under $5,000	132	100.0	78.0	4.6	2.2	7.6	--	2.3	5.3	--
$5,000 - $10,000	278	100.0	66.5	4.7	5.8	9.3	2.2	3.2	7.5	0.8
More than $10,000	147	100.0	75.5	8.2	6.3	6.8	2.1	2.0	2.7	1.4

[1]Including 28 no response

[2]Years of school attended not reported for 4 person

[3]Income not reported for 33 persons

Source: OSU Field Survey of Nonusers of Libraries in Franklin County, Fall, 1969

respondents, and among those with higher income (Table 6.15). Analysis by geographic area reveals the lowest per cent agreement in those census tracts classed as largely nonwhite, low education, and middle and low income. The clear indication is that, while a majority of nonusers in all areas feel that the libraries and branches are conveniently located, a sizable minority in the inner city area feels a concern over inconvenience of library location.

The second statement, "To me the library seems to be a place where, as far as adults are concerned, people go only when they have to study and concentrate," was intended to bring out latent attitudes toward the library as a place of work - and hence unpleasant - as contrasted with a place where one might enjoy himself. About 62% of the respondents indicated a "favorable" attitude in this score. Nonusers having a low education level are most likely to view the library as a place for study and concentration. This same attitude was prevalent among nonwhites and those with under $5,000 income. The young (perhaps surprisingly) and the high income nonusers were most strongly favorable to the libraries on this point.

More than two out of three nonusers surveyed indicated a favorable attitude by disagreeing with the statement: "I feel that the way they are now, libraries are mostly for children rather than for adults." As anticipated, a significant proportion of nonwhites regard the libraries as

essentially for children. The same attitude is apparently common among those aged 60 or over and among those with less than an eighth grade education.

The statement, "I feel that the library is a friendly place where everybody can go to relax and spend a pleasant hour or two," was designed to reveal positive attitudes toward the library as a friendly and open place where everyone can feel at home. It was thought that perhaps residents of inner city neighborhoods might tend to view the library as unfriendly, or exclusivist. Nonwhites, however, did not indicate an especially high rate of disagreement with this statement. Nor was there any apparent pattern by age.

To get at the question of the adequacy and relevance of library materials to the needs felt by the residents of each area, this statement was included, "I feel that libraries are offering the kind of reading materials and other things that people want." The hypothesis underlying this statement was that perhaps residents of inner city areas and other less advantaged segments of the population might feel that libraries were not attuned to their interests and needs. The survey results offer no support for this hypothesis. Nearly 100 per cent of nonwhite nonusers agreed with this statement. Again, no significant variation was found by age, education, or income.

The sixth statement read, "I feel that, for adults, the libraries

Table 6.9

IMAGE OF THE PUBLIC LIBRARY HELD BY LIBRARY NONUSERS, BY CHARACTERISTIC OF NONUSER

Characteristic of Nonuser	Library locations good	People do not visit library only to study and concentrate	Libraries not mostly for children	Library a friendly place	Libraries have kind of reading material people want	Libraries not mainly serving the educated and well-to-do
	Per Cent Having Positive or Favorable Image					
TOTAL: All respondents[1]	76.5	61.6	68.5	89.7	92.2	63.5
BY RACE:						
White	77.4	67.8	72.8	89.2	91.1	67.5
Non-White	73.0	38.8	53.1	91.5	96.1	48.8
BY AGE:						
19-29	74.2	73.1	79.9	91.0	90.9	69.9
30-39	75.7	56.5	68.6	88.8	92.2	58.8
40-59	77.8	61.3	65.9	88.1	94.4	65.3
60 and over	78.5	53.1	57.0	93.9	88.9	58.5
BY EDUCATION: (Yrs. of School)						
Less than 8	80.6	22.6	30.0	93.5	90.3	35.5
8-11	75.5	55.8	63.2	91.2	93.7	54.9
12	73.0	71.0	76.6	87.9	93.8	70.4
12-15	79.7	62.4	72.4	90.4	89.4	75.8
16 or over	91.4	62.9	65.7	91.4	88.2	48.5
BY INCOME:						
Under $5,000	71.4	47.8	52.2	87.6	91.9	48.2
$5,000-$10,000	78.6	62.0	70.8	92.4	91.3	65.6
Over $10,000	78.8	72.1	78.6	86.9	93.6	70.1

[1]The number responding to the separate statements averaged about 600, with a range from 592 to 604.

are mainly serving the well-educated and the fairly well-to-do." Behind this statement lay the purpose of determining whether many persons, especially low income nonwhites, might regard the library as being designed essentially for the use of the higher income, better educated segments of the community. Perhaps it is significant that more than one third of the nonusers surveyed indicated agreement with this statement. The pattern indicates widespread agreement among nonwhites and among low income respondents. The evidence thus seems to confirm that the libraries are often viewed as part of the "white, middle or upper class establishment." The age pattern again appears to be significant. The youngest age class showed a significantly smaller-than-average fraction of respondents agreeing that libraries are mainly serving the "well-educated and fairly well-to-do."

Comparison, Users with Nonusers

Generally speaking, as one might expect, nonusers have a less favorable image of the public library than do users. However, on two matters - "the library is a friendly place" and "the library has the kind of materials I can use" - nonusers had more favorable attitudes than users (Table 6.10). The difference was especially marked on item 4 ("the library is a friendly place"). Those who do not use the library are overwhelmingly of the opinion that it is not an unfriendly place. With respect to materials, it seems possible that nonusers have not experi-

Table 6.10

USER AND NONUSER IMAGE OF THE PUBLIC LIBRARY

Characteristic of Respondent	Number responding[1]	Library locations good	People do not visit library only to study and concentrate	Libraries not mostly for children	Library a friendly place	Libraries have kind of reading material people want	Libraries not mainly serving the educated and well-to-do
	Per Cent Having Positive or Favorable Image						
Library Users	7,400	90.9	69.8	87.8	84.2	91.3	78.8
Library Nonusers	600	76.5	61.6	68.6	89.7	92.2	63.5

[1] Approximate average of the numbers responding to the separate statements.

Source: Tables 5.8 and 6.

enced the problem of trying unsuccessfully to obtain desired items from the public library, and so are less aware of material deficiencies in the library collections.

It may be interesting to note that among users (Table 5.8), the higher income respondents were found to be less favorably disposed toward the library on grounds of convenience of location, while among nonusers (Table 6.9), the reverse relationship is evident.

VII

BUSINESS USE OF FRANKLIN COUNTY PUBLIC LIBRARIES

In order to gain some understanding of present and prospective use of Franklin County public libraries by business and professional firms, a special survey of business users was incorporated in the study design. The survey was of necessity limited in scope. No effort was made to determine the total volume of business use. Business users, however, are presumably included in those users surveyed in the library. The special business - user survey was designed rather to identify any special characteristics of business users, special needs, and prospective future demands on the libraries from this source. Questionnaires were mailed to approximately 110 business and professional firms, selected at random from categories of business that were thought likely to make use of the libraries. Forty-five completed schedules were returned, representing 13 different kinds of business (Table 7. 1).

In terms of intensity of library use, radio, T. V. and newspapers are evidently foremost. They accounted for 35% of the annual visits and calls on public libraries from the respondent firms. Next were publishing companies with 24. 6%, followed by insurance companies, where two respondent firms reported a total of 140 calls or visits per year. None of the other categories of business users appeared to account for any substantial segment of business use. Many of the firms reported that they

made little or no use of the public libraries.

Business and professional firms were asked to indicate the kind of use they made of the libraries, and an effort was made to distinguish between "minor use" and "important use." Nine firms reported "important use" of the libraries for in-depth research (Table 7.2). The most common use of libraries by business and professional firms, however, was for quick reference. A total of 29 firms reported relying on the library for this service. Somewhat surprisingly, only 4 reported using the public libraries for inter-library loans, and only one cited this as an important use.

A more detailed analysis was made of library use by the three major business classifications. Radio, T.V. and newspapers rely on the libraries mainly for telephone inquiries, and to a lesser extent for quick reference and in-depth research. Life insurance companies seem to use the libraries principally for quick reference. And publishing companies likewise use the quick reference facilities and services of the libraries. In both the latter categories of business users, personal visits appear to be the rule rather than telephone inquiries. Library use by business and the professions appears to be concentrated in the main library, Columbus (Table 7.3). This partly reflects the nature of the resources at the central library, but also probably the concentration of business firms in the central city. Most of those surveyed had

TABLE 7.1
FREQUENCY OF USE OF PUBLIC LIBRARIES BY BUSINESS AND PROFESSIONAL FIRMS

Business Classification	Number of firms Responding	Total number of visits & calls per Year	Per Cent * Distribution
Radio, TV, & Newspapers	7	400	35.0
Architects	4	30	2.6
Laboratories	2	52	4.5
Accounting Firms	3	67	5.9
Banks & Securities Dealers	7	42	3.7
Retail	1	2	0.2
Insurance	2	140	12.2
Publishing Companies	5	281	24.6
Advertising Agencies	1	100	8.7
Business Research & Consulting	3	24	2.1
Appraisal Companies	4	0	0.0
Realty Companies	3	3	0.3
Law Firms	3	3	0.3
	45	1,144	100.0

*detail may not add to total because of rounding.

Source: OSU survey of business firms in Franklin County, Fall, 1969

addresses in downtown Columbus. Apart from Columbus Main, Grandview seems to accommodate a fair number of business users. Other libraries cited were Upper Arlington (two), and Hilltop, Clintonville, Bexley, Westerville and Worthington (1 each).

Respondents were asked also to indicate any significant changes they anticipate in the nature or extent of their need for services of the public libraries, and what additional services or other changes might make the public libraries more valuable to them. Some of the responses to these questions are listed in Tables 7.4 and 7.5.

TABLE 7.2
NATURE OF LIBRARY USE BY
BUSINESS & PROFESSIONAL FIRMS

Kind of Use	Number of Respondents Reporting -- No Use	Minor Use	Important Use	Total
Personal Visits	22	16	1	45
In-depth Research	26	10	9	45
Quick Reference	16	23	6	45
Telephone Inquiries	25	16	4	45
Interlibrary Loans	41	3	1	45
Other			1*	1

*Music, record collection (advertising agency)

Source: OSU Survey of business firms in Franklin County, Fall, 1969

TABLE 7.3
LIBRARIES USED BY BUSINESS
AND PROFESSIONAL FIRMS

Name of Library	Number of Respondents Using
Columbus Main	26
Hilltop	1
Clintonville	1
Bexley	1
Grandview	5
Upper Arlington (Tremont)	2
Westerville	1
Worthington	1

Source: OSU Survey of business firms in Franklin County, Fall, 1969

TABLE 7.4

Comments on Prospective Significant Changes
by Business in Use of Public Libraries

"Increasing reliance on library for records relating to financial news and security prices." (stockbroker)

"The increasing trend toward production of more informative programs on Public Affairs and needs of the society relating to education, government, health and environment will necessitate more research in materials offered by the library." (T. V. station)

"Computerized data banks may replace our public library needs." (architect firm)

"More visual aids on timely topics to give more in-depth information quickly." (publishing company)

"Scientific data constantly changing (medicine, industrial processes, etc.) needed to understand specific problems in legal cases. Also, more need to review old newspapers at times for research on events surrounding facts of case, weather, etc." (law firm)

"...with the installation of our company library, hopefully, we will learn how to really use a library facility and as a result start using public facilities on an increasing basis." (insurance company)

Other respondents reported either no change in expected use of libraries, or increasing use in line with expected growth in the company.

Source: OSU Survey of business firms in Franklin County, Fall, 1969

TABLE 7.5

Comments on Additional Services or Changes That Might Be of Value to Business

"We have been very pleased with service from the library. A set-up serving local and regional fact and figure reference for our market would be helpful. I know CRIS tries to accomplish this; however, a better system is needed such as a centralized data bank." (radio station)

"(1) Notify business of new publications, pictures or material of interest to them.

(2) Provide study space out of the major traffic lanes for research and use of Dictaphone.

(3) Assist in establishing in-house library systems coordinated with the public system.

(4) Provide rapid procedure for requests for new publications so that material can be purchased as soon as possible.

(5) Provide list of qualified (search and find) personnel for large business research undertakings.

(6) Bind periodicals with the idea that articles may have to be reproduced from them and that bulky material is difficult to reproduce.

(7) Provide the latest reproduction equipment near areas of research and reference--in a soundproof location." (architect firm)

"Quick, up-to-date financial and other aspects of industry. Also, better access to government statistics and data." (laboratory)

"More available hours on weekends, especially perhaps Sundays. Also, a catalogue of financial publications and records carried." (stockbroker)

"The library is a primary source of information regarding the general interests of the community. Consequently the library system could provide a service to the mass media with a periodic report on those interests as indicated by library use. Current annual reports of the library are too general for this purpose. For example, indication of the use of the reference library with total figures does not indicate the interest in specific subjects." (T. V. station)

(continued on next page)

TABLE 7.5 (cont'd)

"More extensive holdings of insurance books." (insurance company)

"Greater recorded music selection." (advertising agency)

"We would like more loanable visual aids." (stockbroker)

"Purchase more current books. A great deal of the works I have consulted on very basic subjects is outdated." (T. V. station)

"Training films relating to office rather than factory. Management films and aids." (bank)

There should be a strictly'local' reference facility or fact bank where abstracts or important reports, studies, books and papers can be obtained in a more organized way." (publishing company)

"Open on Sunday." (stockbroker)

"It would be helpful if guidance and instruction were available to business organizations that are attempting to start a company library." (insurance company)

Other comments primarily to the effect that current services are adequate, the libraries are doing a good job, no significant changes are needed.

Source: OSU Survey of business firms in Franklin County, Fall, 1969

PART III

PROJECTIONS AND PLANS, 1980

VIII

PROJECTIONS OF LIBRARY USE

The culmination of this study's development of the quantitative measurement of library usage (number of library visits x frequency of visits, or number of "user-visits") is the application to the projection of future usage. Planning of library facilities and services for the future has to take account of the volume or quantity of the future or potential demand for library services, as well as the nature or type of services demanded, and the future geographic location of demand.

Geographic Areas

In the measurement of the quantity of present library usage developed in Chapter 4, the need for projections of future use by geographic area was anticipated. That is, the concept of the "Primary Service Area" of each library or branch was introduced. The "Primary Service Area" of each library was defined in terms of combinations of contiguous census tract areas; and the amount of total library usage originating from within each library's Primary Service Area, and from All Other Areas, was calculated separately for adults and for children from the responses obtained in the

In-Library Survey of library users. Thus, the projections made here are for each present library's service area.

Elements of Future Change in the Volume of Usage

Three principal components or sources of change in the volume of future demand for library services are explicitly recognized and quantified in this study. One is the possibility of change in the frequency with which library users may be likely to visit the library in the future. The second is the growth of population and especially the differential changes of population among or within relevant geographic areas - - i.e. library Primary Service Areas. The third is the possible "conversion" of people who presently are nonusers of the library but who may become library users in the future if library locations, services and operations are made more relevant to the needs of this segment of the population.

Other elements of change such as changes in specific library services, the adoption of new library technological developments, the development of new library locations, etc. are given consideration in succeeding chapters but are not expressed in quantitative dimensions (except very broadly in respect to the effect on future usage of patrons' evaluations of specific library services and the modifications in such services deemed desirable for the future).

The three components of change explicitly quantified are applied to the projections of library usage by adults. The projections of usage by children, however, are based only on the anticipated population changes of the Primary Service Areas.

ADULTS

Future Frequency of Library Visits

The In-Library Survey (Appendix B 1) in Question 6 asked adult library users to indicate whether they thought in the years ahead they would visit this library more or less than now, and to estimate the likely number of times per year they would visit a) if library services are changed, and b) if library services continue about the same as they are at present.

The results of this inquiry are presented in Table 8.1, for each library and branch. The average number of visits per year that adult patrons would expect to make in the future will increase only very slightly, it may be seen, if no library changes are made (see last 3 columns in Table 8.1 - - the ratios of frequency of visits, future from present). Indeed, in a few instances in specific libraries, some reduction in future visits is contemplated. These data should be valuable to librarians in evaluating present programs and facilities and specific locations, since quite apart from any question of the precision of this measurement it does epitomize the patrons' attitude toward present services.

With anticipated changes in library services, as summarized by the ratios in columns (10), (11), and (12) in Table 8.1, future usage (number of times visiting the library) will increase substantially in nearly every library and branch. The anticipated increases are somewhat greater for persons

It is acknowledged that the quantification of what are essentially very

Table 8.1

ADULTS: AVERAGE NUMBER OF VISITS PER YEAR, PRESENT, AND FUTURE WITH CHANGES IN LIBRARY SERVICES, AND FUTURE WITH NO LIBRARY CHANGES, BY LIBRARY, BY SERVICE AREA

Library	PRESENT			FUTURE						RATIO, USAGE FUTURE FROM PRESENT					
				With Changes			Without Changes			With Changes			Without Changes		
	Total	Primary Service Area	All Other Areas	Total	Primary Service Area	All Other Areas	Total	Primary Service Area	All Other Areas	Total	Primary Service Area	All Other Areas	Total	Primary Service Area	All Other Areas
	(01)	(02)	(03)	(04)	(05)	(06)	(07)	(08)	(09)	(10)	(11)	(12)	(13)	(14)	(15)
										(4÷1)	(5÷2)	(6÷3)	(7÷1)	(8÷2)	(9÷3)
	Average Number of Visits Per Year									Ratio, Future from Present					
Columbus-Main	25.91	41.4	24.15	30.9	51.2	28.6	27.3	44.6	25.3	1.19	1.24	1.18	1.05	1.08	1.05
Beechwold	32.39	33.98	24.74	36.6	38.3	29.1	32.9	34.7	24.0	1.13	1.13	1.18	1.01	1.02	.97
Clintonville	34.10	37.05	15.45	39.8	42.5	22.4	35.3	37.6	20.4	1.17	1.15	1.45	1.04	1.02	1.33
Franklinton	33.41	34.14	31.11	44.6	45.1	43.1	38.5	38.6	38.2	1.34	1.32	1.39	1.15	1.13	1.23
Gahanna	27.62	27.16	30.00	33.1	34.7	29.8	30.3	31.1	26.0	1.20	1.28	.99	1.10	1.15	.87
Hilliard	33.40	33.36	34.00	39.7	39.6	42.0	35.3	35.1	39.2	1.19	1.19	1.24	1.06	1.05	1.15
Hilltonia	39.15	41.39	32.08	40.9	42.1	37.2	37.2	38.1	34.2	1.05	1.02	1.16	.95	.92	1.07
Hilltop	31.94	32.44	27.86	37.4	38.0	32.6	32.2	32.5	29.8	1.17	1.17	1.17	1.01	1.00	1.07
Linden	25.51	25.69	24.76	31.8	31.7	32.2	27.1	27.5	25.6	1.25	1.23	1.30	1.06	1.07	1.03
Livingston	28.67	29.24	25.55	33.2	33.9	29.8	29.5	30.0	26.3	1.16	1.16	1.17	1.03	1.03	1.03
Martin Luther King	38.26	41.69	29.33	49.5	50.4	48.5	43.4	45.6	37.9	1.29	1.21	1.65	1.13	1.09	1.29
Morse Road	25.91	25.98	25.66	30.3	30.1	29.6	26.7	26.4	27.7	1.17	1.16	1.15	1.03	1.02	1.08
Northern Lights	30.26	31.70	26.46	34.1	35.4	30.8	30.4	31.3	28.0	1.13	1.12	1.16	1.01	.99	1.06
Northside	32.91	34.20	25.93	38.0	39.4	30.8	33.2	34.4	26.9	1.15	1.15	1.19	1.01	1.01	1.04
Parsons	27.46	27.38	28.00	30.6	31.2	27.0	27.2	27.4	25.6	1.11	1.14	.96	.99	1.00	.91
Reynoldsburg	33.79	34.18	29.36	40.9	41.2	37.8	32.9	33.1	29.7	1.21	1.21	1.29	.97	.97	1.01
Shepard	35.69	37.10	29.86	41.7	44.1	31.5	34.0	34.9	30.1	1.17	1.19	1.06	.95	.94	1.01
Whitehall	27.71	29.69	16.59	31.9	33.8	20.9	26.6	28.3	16.8	1.15	1.14	1.26	.96	.95	1.01

(Continued next page)

Table 8.1 (concluded)

ADULTS: AVERAGE NUMBER OF VISITS PER YEAR, PRESENT, AND FUTURE WITH CHANGES IN LIBRARY SERVICES, AND FUTURE WITH NO LIBRARY CHANGES, BY LIBRARY, BY SERVICE AREA

Library	PRESENT			FUTURE						RATIO, USAGE FUTURE FROM PRESENT					
				With Changes			Without Changes			With Changes			Without Changes		
	Total (01)	Primary Service Area (02)	All Other Areas (03)	Total (04)	Primary Service Area (05)	All Other Areas (06)	Total (07)	Primary Service Area (08)	All Other Areas (09)	Total (10) (4÷1)	Primary Service Area (11) (5÷2)	All Other Areas (12) (6÷3)	Total (13) (7÷1)	Primary Service Area (14) (8÷2)	All Other Areas (15) (9÷3)
	Average Number of Visits Per Year									Ratio, Future from Present					
Bexley	33.24	35.04	24.47	38.1	39.9	32.1	34.6	36.4	26.3	1.15	1.14	1.31	1.04	1.04	1.08
Grandview Hts. -Upper	35.95	38.40	29.64	40.6	43.9	32.2	36.2	38.8	29.4	1.13	1.14	1.09	1.01	1.01	.99
Grandview Hts. -Lower	34.65	44.72	20.00	38.4	47.7	25.0	35.4	45.8	20.3	1.11	1.07	1.25	1.02	1.02	1.01
Grandview -Upp&Lwr	35.72	39.35	27.34	40.2	44.5	30.5	36.0	39.9	27.2	1.13	1.13	1.12	1.01	1.01	.99
Grove City	38.09	38.38	23.00	41.8	42.3	24.0	37.3	37.6	24.0	1.10	1.10	1.04	.98	.98	1.04
Upper Arlington-Main	29.97	30.75	23.18	35.4	35.7	32.4	30.6	30.9	27.7	1.18	1.16	1.40	1.02	1.00	1.19
Upper Arlington-Lane	29.78	32.64	21.47	35.1	38.4	25.5	30.1	33.1	21.4	1.18	1.18	1.19	1.01	1.01	1.00
Upper Arlington-Mlr.	42.60	46.66	32.62	46.0	50.7	34.4	41.6	44.9	33.2	1.08	1.09	1.05	.98	.96	1.02
Westerville	34.34	35.07	23.88	39.2	39.9	29.9	34.6	35.1	27.8	1.14	1.14	1.25	1.01	1.00	1.16
Worthington	29.66	29.71	28.94	35.0	35.1	33.2	30.0	30.1	28.9	1.18	1.18	1.15	1.01	1.01	1.00

Source: O.S.U. In-Library Survey of Users of Franklin County Public Libraries, Fall, 1969.

POOR ORIGINAL COPY - BEST
AVAILABLE AT TIME FILMED

subjective judgments or reactions of individuals concerning a future action, which is only dimly perceived in terms of the applicable future circumstances and conditions, is very difficult to make and is fraught with the possibility of error. It must be said, however, that no other or better basis exists, and the constancy and complete stability of the results among all the cells of the table give reason to believe that the responses were thoughtfully and carefully made. The results of 7000 persons' consideration of a behavior likelihood in their personal futures are doubtless better than the conjectures of a few, no matter how superior their expertise on library matters.

Table 8.2 gives effect to the increases in frequency of library visits detailed in Table 8.1. In Table 8.2 the first 3 columns, under "With Library Changes", show for each library, total and for each library's Primary Service Area and All Other Areas, the future volume of adults' usage to be expected because of the respondents' projections of their likely future visits. The first columns in Table 8.2, that is, are the product of the quantities in the respective columns in Table 4.4, multiplied by the ratios of change in Table 8.1 (Columns (11) and (12) and the two columns summed to obtain the total in the first, or "With Library Changes" segment of Table 8.2. Similarly, the ratios in columns (14) and (15) of Table 8.1 are multiplied by the quantities in Table 4.4 and the resulting two columns summed to obtain the total in the second, or "Without Library Changes" segment of Table 8.2.

Table 8.2

ADULTS: PROJECTED USAGE, WITH AND WITHOUT FUTURE CHANGES IN LIBRARY SERVICES, BY LIBRARY, BY SERVICE AREA, 1980

Library	WITH LIBRARY CHANGES			WITHOUT LIBRARY CHANGES		
	Total	Primary Service Area	All Other Areas	Total	Primary Service Area	All Other Areas
	Thousands of User-Visits					
Columbus-Main	107.7	13.1	94.6	95.7	11.5	84.2
Beechwold	67.8	57.1	10.7	60.3	51.5	8.8
Clintonville	72.3	63.0	9.3	64.4	55.9	8.5
Franklinton	6.4	5.1	1.3	5.5	4.4	1.1
Gahanna	10.2	9.3	.9	9.3	8.4	.9
Hilliard	36.5	34.0	2.5	32.3	30.0	2.3
Hilltonia	23.8	18.8	5.0	21.5	16.9	4.6
Hilltop	61.1	56.3	4.8	52.5	48.1	4.4
Linden	23.6	17.1	6.5	20.1	14.9	5.2
Livingston	48.8	40.6	8.2	43.2	36.0	7.2
Martin Luther King	28.8	20.7	8.1	24.9	18.6	6.3
Morse Road	64.2	49.5	14.7	57.4	43.6	13.8
Northern Lights	50.0	36.7	13.3	44.7	32.5	12.2
Northside	19.5	16.9	2.6	17.1	14.8	2.3
Parsons	23.3	21.8	1.5	20.6	19.1	1.5
Reynoldsburg	50.5	47.4	3.1	40.4	38.0	2.4
Shepard	19.2	15.9	3.3	15.7	12.6	3.1
Whitehall	51.3	40.7	10.6	42.4	33.9	8.5
	(765.0)	(564.0)	(201.0)	(668.0)	(490.7)	(177.3)
Bexley	131.9	106.0	25.9	118.1	96.7	21.4
Grandview Hts.-Upper / Grandview Hts.-Lower	84.7	62.2	22.5	75.5	55.6	19.9
Grove City	31.0	29.6	1.4	27.8	26.4	1.4
Upper Arlington-Main	100.8	88.3	12.5	86.7	76.1	10.6
Upper Arlington-Lane	36.7	28.8	7.9	31.2	24.6	6.6
Upper Arlington-Miller	15.7	11.3	4.4	14.3	10.0	4.3
Westerville	78.3	73.8	4.5	68.9	64.7	4.2
Worthington	93.8	86.0	7.8	80.4	73.6	6.8
TOTAL, All Libraries	1,337.9	1,050.0	287.9	1,170.9	918.4	252.5

Source: Tables 4.4 and 8.1.

POOR ORIGINAL COPY - BEST AVAILABLE AT TIME FILMED

Since, as noted earlier, the frequency of visits is projected by the respondents to increase only slightly (in a few cases to decrease) if no library changes are made, the projected usage in the second or right hand part of Table 8.2 is only slightly different from the volume at present. In any case, the percentage of increase (or change) in any cell (or classification) of Table 8.2 is exactly the same as the decimal portion of the ratio for the same cell of Table 8.1. For example, Beechwold usage generated from its Primary Service Area is projected to increase from 50,500 user-visits to 57,100 with library changes, or an increase of 13 per cent (1.13 - 1.00 = 13 -- in Table 8.1, Column 11: 1.13 - 1.00 = 13); but only to 51,500, without changes, or an increase of 2 per cent (in Table 8.1, Column 14: 1.02 - 1.00 = 2).

Change in Area Population

The effect on library usage of the second element of change explicitly quantified is summarized in Table 8.3. The projected user-visits, with library changes, as shown in Table 8.2, are now adjusted for projected population changes in the Primary Service Areas of each of the libraries, and in All Other Areas. The ratios of population change, 1980 from 1968, for each of the areas are shown in the first columns of Table 8.3. The derivation of these population change ratios is shown in Appendix Table A8.1.

It goes without saying that any projections or forecasts of future quantities are an extremely hazardous undertaking. Projection of population for small areas is especially hazardous since the smaller the

Table 8.3

ADULTS: PROJECTED USAGE WITH PROJECTED CHANGE IN POPULATION (WITH CHANGES IN LIBRARY SERVICES), BY LIBRARY BY SERVICE AREA, 1980

Library	Ratio of Population Change, 1980 from 1968: Primary Service Area	Ratio of Population Change, 1980 from 1968: All Other Areas	PROJECTED AGGREGATE USAGE: TOTAL	PROJECTED AGGREGATE USAGE: Primary Service Area	PROJECTED AGGREGATE USAGE: All Other Areas
	Ratio			Thousands of User-Visits	
Columbus-Main	0.700	1.389	140.6	9.2	131.4
Beechwold	1.526	1.358	101.6	87.1	14.5
Clintonville	1.042	1.382	78.5	65.6	12.9
Franklinton	0.945	1.377	6.6	4.8	1.8
Gahanna	2.388	1.343	23.4	22.2	1.2
Hilliard	1.620	1.357	58.5	55.1	3.4
Hilltonia	1.047	1.370	26.6	19.7	6.9
Hilltop	1.496	1.353	90.7	84.2	6.5
Linden	1.186	1.372	29.2	20.3	8.9
Livingston	1.614	1.352	76.6	65.5	11.1
Martin Luther King	1.033	1.379	32.6	21.4	11.2
Morse Road	1.705	1.352	104.3	84.4	19.9
Northern Lights	1.047	1.376	56.7	38.4	18.3
Northside	1.083	1.378	21.9	18.3	3.6
Parsons	1.145	1.392	26.6	24.5	2.1
Reynoldsburg	2.011	1.352	99.5	95.3	4.2
Shepard	1.340	1.364	25.8	21.3	4.5
Whitehall	1.486	1.351	74.8	60.5	14.3
			(1,074.5)	(797.8)	(276.7)
Bexley	1.204	1.373	163.2	127.6	35.6
Grandview Hts.-Upper / Grandview Hts.-Lower	1.047	1.372	96.0	65.1	30.9
Grove City	1.365	1.368	42.8	40.4	1.9
Upper Arlington-Main	1.608	1.354	159.9	143.0	16.9
Upper Arlington-Lane	1.152	1.366	44.0	33.2	10.3
Upper Arlington-Miller	1.031	1.364	17.7	11.7	6.0
Westerville	2.943	1.321	223.1	217.2	5.9
Worthington	2.033	1.334	185.2	174.8	10.4
TOTAL, COUNTY	1.363	1.363	2,005.9	1,610.8	395.1
Per Cent of Total	-	-	100.0%	80.3%	19.7%

Sources: TABLES 8.2 and A8.1

area the smaller the local event or change in underlying conditions that will have a substantial effect on the population change, or the larger will be the effect of some substantial local change affecting population movement or location. The population projections for library Primary Service Areas are made in full appreciation of the difficulties and the high margin of error.

Nevertheless, some estimate of the future size of the population in a library's vicinity is indispensable to future planning. The present estimates for 1980 are interpolated by the authors from "Estimate Zones" projections for 1975 and 1985 made by the Mid Ohio Regional Planning Commission. The "zones" projections are based on the planner's knowledge of future land use plans and zoning regulations, the major thoroughfare plan, the future sewer and water trunk line location and capacity, the land acquisition and sub-division operations and plans of residential developers, etc. The "Estimate Zone" projections were made compatible with the "judgment intermediate" (raised) projections of total Franklin County population made in an exhaustive economic base study[1] of the Columbus area, executed by a staff of Ohio State University business and economic researchers.

The population projections are thus regarded as carefully done, and incorporating judicious estimates of the future consequences of known factors

---

[1] The Columbus Area Economy: Structure and Growth, 1950 - 1985, Volumes I, II and III. Bureau of Business Research Monographs Nos. 126, 127, 128. The Ohio State University, 1967.

Table 8.4

ADULTS: PROJECTED USAGE[1], BY COMPONENTS OF FUTURE CHANGE, BY LIBRARY, 1969 to 1980

Library	AGGREGATE USAGE 1969	INCREASE IN USAGE					PROJECTED AGGREGATE USAGE, 1980[2]	PER CENT CHANGE 1969 to 1980
		Total	From Changes in Library Services	From Population Growth				
				Total	PSA	Other		
	Thousands of User-Visits							%
Columbus-Main	90.8	49.8	16.9	32.9	-3.9	36.8	140.6	54.8
Beechwold	59.7	41.9	8.1	33.8	30.0	3.8	101.6	70.2
Clintonville	61.4	17.1	10.9	6.2	2.6	3.6	78.5	27.9
Franklinton	4.8	1.8	1.6	.2	-0.3	.5	6.6	37.5
Gahanna	8.3	15.1	1.9	13.2	12.9	.3	23.4	181.9
Hilliard	30.7	27.8	5.8	22.0	21.1	.9	58.5	90.6
Hilltonia	22.7	3.9	1.1	2.8	.9	1.9	26.6	17.2
Hilltop	52.2	38.5	8.9	29.6	27.9	1.7	90.7	73.8
Linden	18.8	10.4	3.8	4.6	3.2	2.4	29.2	55.3
Livingston	42.0	34.6	6.8	27.8	24.9	2.9	76.6	82.4
Martin Luther King	22.0	10.6	6.8	3.8	.7	3.1	32.6	48.2
Morse Road	55.4	48.9	8.8	40.1	34.9	5.2	104.3	88.3
Northern Lights	44.4	12.3	5.6	6.7	1.7	5.0	56.7	27.7
Northside	16.8	5.1	2.7	2.4	1.4	1.0	21.9	30.4
Parsons	20.6	6.0	2.7	3.3	2.7	.6	26.6	29.1
Reynoldsburg	41.5	58.0	9.0	49.0	47.9	1.1	99.5	139.8
Shepard	16.4	9.4	2.8	6.6	5.4	1.2	25.8	57.3
Whitehall	44.1	30.7	7.2	23.5	19.8	3.7	74.8	69.6
	(652.6)	(421.9)	(112.4)	(309.5)	(233.8)	(75.7)	(1,074.5)	(64.7)
Bexley	112.8	50.4	19.1	31.3	21.6	9.7	163.2	44.7
Grandview Hts. -Upper / Grandview Hts. -Lower	75.1	20.9	9.6	11.3	2.9	8.4	96.0	27.8
Grove City	28.2	14.1	2.8	11.3	10.8	.5	42.3	50.0
Upper Arlington-Main	85.0	74.9	15.8	59.1	54.7	4.4	159.9	88.1
Upper Arlington-Lane	31.0	13.0	5.7	7.3	4.4	2.9	44.0	41.9
Upper Arlington-Miller	14.6	3.1	1.1	2.0	.4	1.6	17.7	21.2
Westerville	68.4	154.7	9.9	144.8	143.4	1.4	223.1	226.2
Worthington	79.7	105.5	14.1	91.4	88.8	2.6	185.2	132.4
TOTAL: All Libraries	1,147.4	858.5	190.5	668.0	560.8	107.2	2,005.9	74.8

[1] With changes in library services.

[2] Does not include estimated usage from conversion of present non-users.

Source: Tables 4.4, 8.2, and 8.3.

and tendencies, with the object of minimizing the inescapable error.

The combined effects of increased frequency of usage and growth in population on future aggregate usage by 1980 are summarized by Primary Service Area, and by All Other Areas, for each library, in Table 8.3., and by component of increase in Table 8.4.

It is apparent that the greatest growth in adult usage will be areas on the periphery of the present Columbus municipal boundaries and in certain of the suburban cities and areas, that is, the Gahanna, Reynoldsburg and Hilliard libraries are the locations where usage increases of 90 per cent to 182 per cent are projected. Among the suburban and exurban parts of the county the libraries with more than 100 per cent growth in usage are Westerville and Worthington. Westerville, because of the definition of its Primary Service Area and the heavy current and projected residential development of that area, is projected to have the largest rate of increase to 1980. The Columbus Public Library system in the aggregate, with adult usage for its units and Primary Service Areas as presently defined increasing from 652,500 user-visits to 1,074,500 in 1980, will have the largest absolute increase.

Conversion of Present Nonusers of Library Services.

A third component of increase that is explicitly identified and quantified is the potential future usage of libraries by present nonusers of libraries. Estimation of this component is termed "potential" advisedly, and quantitative estimates are separated from the projections of other components because the new-user estimates involve more subjective judgment.

As part of the survey of nonuser attitudes toward the public library, information was obtained on the deficiencies in library services and facilities as perceived by nonusers, and the changes that nonusers saw as desirable. Respondents to this survey were asked, finally, to indicate the extent to which they might, in the future, use the public libraries if major changes like those they had suggested were made.

While it was not the intention that this survey produce a quantitative measure of aggregate usage that might be generated in the future from present nonusers, the results nevertheless give a rough idea of its magnitude. These indications cannot be taken at face value because all responses concerning future usage were conditional upon previously mentioned changes being made - changes that were not explored in detail in the interview and which in some instances are surely totally unrealistic. Moreover, the element of bias that is inherent in any interview survey is especially likely to influence responses to this question; many respondents having just suggested changes they would like to see made, would understandably be reluctant to report in the next breath that despite all these changes they still would not attend the library. Consequently, the quantitative results of this part of the nonuser survey are certainly grossly overstated to the extent that no estimate can be made of a statistically-based measure of increased usage from this source. Instead, the study has incorporated a judgment-based estimate that the aggregate user visits that might reasonably be expected by 1980 from conversion of nonusers to users, with all reasonable

Table 8.5

ADULTS: PROJECTED USAGE INCLUDING CONVERSION OF NONUSERS

Library	PROJECTED AGGREGATE USAGE 1980, EXCLUDING CONVERSION OF NON-USERS	ESTIMATED POTENTIAL USAGE FROM CONVERSION OF NONUSERS	PROJECTED AGGREGATE USAGE, INCLUDING CONVERSION OF NON-USERS
	Thousands of User-Visits		
Columbus-Main	140.6	9.9	150.5
Beechwold	101.6	0.2	101.8
Clintonville	78.5	4.2	82.7
Franklinton	6.6	0.8	7.4
Gahanna	23.4	1.0	24.4
Hilliard	58.5	2.6	61.1
Hilltonia	26.6	0.7	27.3
Hilltop	90.7	7.5	98.2
Linden	29.2	21.9	51.1
Livingston	76.6	4.6	81.2
Martin Luther King	32.6	4.9	37.5
Morse Road	104.3	1.5	105.8
Northern Lights	56.7	3.9	60.6
Northside	21.9	2.8	24.7
Parsons	26.6	11.4	38.0
Reynoldsburg	99.5	-	99.5
Shepard	25.8	5.8	31.6
Whitehall	74.8	10.9	85.6
	(1,074.5)	-	(1,169.0)
Bexley	163.2	11.7	174.9
Grandview Hts.-Upper	96.0	-	44.4
Grandview Hts.-Lower		2.1	
Grove City	42.3		44.4
Upper Arlington-Main	159.9	-	221.6
Upper Arlington-Lane	44.0		
Upper Arlington-Miller	17.7		
Westerville	223.1	1.8	224.9
Worthington	185.2	2.2	187.4
TOTAL: All Libraries	2,005.9	112.4	2,118.3

[1]County total assumed equal to 10 per cent of 1969 usage. This amount distributed by library in accordance with results of non-user survey.

Source: Tables 4.4, 8.2, 8.3 and 8.4.

POOR ORIGINAL COPY - BEST AVAILABLE AT TIME FILMED

changes made in library facilities and services, would be very small - probably not exceeding 10 per cent of 1969 usage. This increase has been incorporated in Table 8.5., and estimates of the geographic distribution of this increase have been made in accordance with the survey results, as described below.

Several of the findings from the nonuser survey point to a rather minor potential increment from this source. First, of the 618 nonusers surveyed, 427 (7 out of 10) reported that despite any changes they might have suggested, they would not expect to use the library at all. In view of the probable bias noted above, the majority anticipating no future use is doubtless still greater than this result would suggest. Second, of the 163 respondents who reported that they would use the library if desired changes were made, some were almost certainly reporting unrealistic numbers of probable future visits. For example, about one third indicated usage in excess of 24 visits per year - a questionable frequency for one who does not now use the library at all. The findings of this portion of the nonuser survey are nevertheless helpful. They give some indication of the kinds of changes that might bring present nonusers into the library, and of the geographic areas in which this potential usage is found. As noted earlier, more convenient location of branches was the most frequently cited change. This response, of course, might mean almost anything up to and including a wish for a library building to be located on every street corner. Yet, it is of significance that this change was called for most often by nonusers in the older, urban areas, where people are more

heavily dependent on public transportation and where library facilities, at least until fairly recently, have probably been inadequate. More convenient location of branches was also cited often by nonusers in the exurban areas where new branches are yet to be established.

Notable among the urban areas is the near Northeast section of Columbus, in the Primary Service Area now covered by the Linden and Shepard branches of the Columbus Public Library. A sizable growth in usage might occur in these areas from more conveniently located library branches. Among the exurban areas, the potential increases in usage from present nonusers appear to be greatest in the Southeastern, Western, and Far-Northwestern portions of the county none of which is now served by a conveniently located library branch.

CHILDREN

For obvious reasons the In-Library Survey of children did not attempt to elicit childrens' estimates of their future library use (as was done in the case of adults, Question 6 in the adult questionnaire). Even if time was not a dimension about which children of 10, 11, and 12 years have so little comprehension or interest, or experience in measuring, their notions about their future library interests and attendance habits, if reliable at all, would be so for only the shortest time ahead.

No quantitative basis was obtained, therefore, for factoring changes in frequency of library visits into the projections of children's usage. In essence these projections assume that the library visiting practices of future

Table 8.6

CHILDREN: PROJECTED USAGE WITH PROJECTED CHANGE IN POPULATION, BY LIBRARY, BY PRIMARY SERVICE AREA AND ALL OTHER AREAS, 1980

Library	RATIO OF POPULATION CHANGE, 1980 FROM 1968		PROJECTED AGGREGATE USAGE, 1980		
	Primary Service Area	All Other Areas	Total	Primary Service Area	All Other Areas
	Ratio		Thousands of User-Visits		
Columbus-Main	0.700	1.389	35.4	3.9	31.5
Beechwold	1.526	1.358	40.7	36.8	3.9
Clintonville	1.042	1.382	32.5	30.4	2.1
Franklinton	0.945	1.377	13.9	13.9	0
Gahanna	2.388	1.343	24.2	24.1	.1
Hilliard	1.620	1.357	125.8	125.1	.7
Hilltonia	1.047	1.370	26.2	22.1	4.1
Hilltop	1.496	1.353	35.1	33.5	1.6
Linden	1.186	1.372	29.6	23.4	6.2
Livingston	1.612	1.352	37.8	35.0	2.8
Martin Luther King	1.033	1.379	25.5	22.3	3.2
Morse Road	1.705	1.352	72.4	70.6	1.8
Northern Lights	1.047	1.376	41.0	36.5	4.5
Northside	1.088	1.378	18.8	17.6	1.2
Parsons	1.145	1.342	34.6	32.3	2.3
Reynoldsburg	2.011	1.352	64.8	63.3	1.5
Shepard	1.340	1.364	39.5	33.8	5.7
Whitehall	1.486	1.357	62.4	55.6	6.8
			(760.2)	(680.2)	(80.0)
Bexley	1.204	1.373	67.1	54.1	13.0
Grandview Hts.-Upper	1.047	1.372	43.5	40.2	3.3
Grandview Hts.-Lower					
Grove City	1.365	1.368	31.1	30.7	.4
Upper Arlington-Main	1.608	1.314	54.4	49.0	5.4
Upper Arlington-Lane	1.152	1.366	21.0	17.9	3.1
Upper Arlington-Miller	1.031	1.364	22.9	21.0	1.9
Westerville	2.943	1.321	117.4	115.7	1.7
Worthington	2.033	1.334	62.1	60.6	1.5
TOTAL: County	1.363	1.363	1,179.7	1,069.4	110.3

Source: Tables 4.8 and A 8.1

children will have a one for one correspondence with those determined for the children of today, as analyzed in Chapter 4.

Nor is the concept of some degree of conversion of present nonusers of the public library to library users appropriate or relevant to the estimation of future library usage by children.

In the projection of the future volume of children's usage of the public libraries in Franklin County, therefore, only one element of change, population growth, is given explicit weight. Table 8.6 shows the projected volume of user-visits by children, by Primary Service Area and All Other Areas for each present library and branch, for 1980.

As in the present library usage by children, the future volume of usage will be generated almost entirely within the Primary Service Areas of each of the libraries, with the exception of the Columbus Public Library - Main and the Bexley Public Library, each of which has a substantial volume of visits from outside its Primary Service Area by children as well as by adults. Also, as in the projected adult usage, because of the differential changes in population by areas, the largest percentage increases in children's usage will be in certain areas at extreme edges of Columbus and in certain suburban areas -- notably the Primary Service Areas of the present Gahanna, Hilliard, Livingston, Reynoldsburg and Whitehall branches of the Columbus Public Library, and the Primary Service Areas of the Westerville, Worthington and Upper Arlington Public Libraries.

ADULTS AND CHILDREN COMBINED

The aggregate usage (user-visits) projected for 1980 for adults and for children is combined in Table 8.7, and shown for each present library and branch according to their presently-defined Primary Service Areas.

As was noted for the projection of adult usage, the areas with the largest relative increase, 1969 to 1989, are principally in the present "exurban" parts of the county where new residential development is expected to come (is already started, in fact). That is, the areas in the present Primary Service Areas of the Westerville (+214 per cent), Worthington (+125.6 per cent), Reynoldsburg (+121.7 per cent), Morse Road (+81.7 per cent), Livingston +80.9 per cent), Hilltop (+75.8 per cent), Hilliard (+72.4 per cent), Whitehall (+71.2 per cent), and Gahanna (+62.7 per cent) libraries. In addition, increased usage that is from possible new users increases the potential for the Linden area by 87.7 per cent, and Shepard by 54.9 per cent; area population growth and increased frequency of user-visits indicates a usage increase of 64.4 per cent in the Beechwold area.

The largest absolute increase is for the Columbus Public Library system, which accounts for about 55 per cent of the projected increase in usage, according to present locations of branches and libraries and present definitions of the library Primary Service Areas.

Table 8.7

AGGREGATE USER VISITS, ADULTS AND CHILDREN, 1969 AND PROJECTED 1980, BY LIBRARY

Library	1969 Total	PROJECTED 1980 Adult	PROJECTED 1980 Children	PROJECTED 1980 Total	INCREASE Amount	INCREASE Per Cent
	Thousands of User-Visits					%
Columbus-Main	119.0	150.5	35.4	185.9	66.9	56.2
Beechwold	86.7	101.8	40.7	142.5	55.8	64.4
Clintonville	92.1	82.7	32.5	115.2	23.1	25.1
Franklinton	19.5	7.4	13.9	21.3	1.8	9.2
Gahanna	18.5	24.4	24.2	48.6	30.1	62.7
Hilliard	108.4	61.1	125.8	186.9	78.5	72.4
Hilltonia	46.8	27.3	26.2	53.5	6.7	14.3
Hilltop	75.8	98.2	35.1	133.3	57.5	75.8
Linden	43.0	51.1	29.6	80.7	37.7	87.7
Livingston	65.8	81.2	37.8	119.0	53.2	80.9
Martin Luther King	45.8	37.5	25.5	63.0	17.2	37.6
Morse Road	98.1	105.8	72.4	178.2	80.1	81.7
Northern Lights	82.6	60.6	41.0	101.6	19.0	23.0
Northside	33.9	24.7	18.8	43.5	9.6	28.3
Parsons	50.5	38.0	34.6	72.6	22.1	43.8
Reynoldsburg	74.1	99.5	64.8	164.3	90.2	121.7
Shepard	45.9	31.6	39.5	71.1	25.2	54.9
Whitehall	86.5	86.7	62.4	148.1	61.6	71.2
(Total: Columbus)	(1,193.0)	(1,169.1)	(760.2)	(1,929.3)	(736.5)	(61.7)
Bexley	167.2	174.9	67.1	242.0	74.8	44.7
Grandview Hts.-Upper	115.9	96.0	43.5	139.5	23.6	20.4
Grandview Hts.-Lower						
Grove City	51.0	44.4	31.1	75.5	24.5	48.0
Upper Arlington-Main	119.6	159.9	54.4	214.3	94.7	79.2
Upper Arlington-Lane	48.8	44.0	21.0	65.0	16.2	33.2
Upper Arlington-Miller	36.4	17.7	22.9	40.6	4.2	11.5
Westerville	109.0	224.9	117.4	342.3	233.3	214.0
Worthington	110.6	187.4	62.1	249.5	138.9	125.6
TOTAL: All Libraries	1,951.5	2,118.3	1,179.7	3,298.0	1,346.5	69.0

56.2

Source: Tables 4.9, 8.5, and 8.6.

IX

MEETING LIBRARY USER NEEDS IN 1980--FOUNDATIONS

In the preceding chapters the character of the public's acceptance and usage of Franklin County libraries has been analyzed in detail, and the volume of usage has been quantified and projected to 1980. The projections provide logical, quantitative measures of the volume and the geographic, intra-county location of the future demand for library services in Franklin County in 1980.

The essential basis has thus been laid for the consummation of one of the major purposes of this study--specific recommendations for the physical development of the elements of the Franklin County public libraries system in 1980. These recommendations are set forth in the succeeding chapter. They are placed there because, as recognized in the conception of this study, projections of quantities of usage, indispensable as they may be, should not be mechanically and simplistically translated into recommended plans for the future size and locations of library facilities.

Rather, recommended physical plans must take account, also, of prior consideration of and recommendations concerning the ultimate organization structure of the Franklin County public library system... the explicit objectives of the system and of each of its member units for the Seventies...and the financial capacity, present and future, of the public libraries of the County.

FINANCIAL CAPACITY

The availability and outlook for capital funds and current revenues are of course fundamental constraints on the future programs and development of Franklin County public libraries. Any plans or recommendations that do not take account of fixed capital and operating cost requirements, and the prospective availability of such funds are likely to be wholly unrealistic. For this reason and because finances are, perhaps, more definitely determinate, financial capacity is dealt with first in this section.

Provision of library services in Franklin County by 1980 at the level implied by the projections of user-visits in Chapter VIII must immediately be related to finances--first, the net cash and other liquid assets available to finance future capital improvement (additions to library structures and equipment); and, second, the annual revenues prospective to 1980 available to cover current operating costs in the future (and in the past, in some cases, as the source for the accumulation of building funds over a period of years). It is useless to make plans involving

a level of operations that may be substantially beyond the capacity of future current revenues to support.

Capital For Fixed Investment

Fortunately some liquid funds are presently available to Franklin County libraries for future investment in fixed assets. The separate library systems, however, present a mixed picture: some of the systems have some current assets (i.e. cash and investments); others have little or no investments, and cash only sufficient for current working capital.

Estimates made by the respective librarians of the net funds that will be available for fixed capital investment by the end of 1970 are shown in Table 9.1. It is apparent that only the Grandview Heights, Grove City,

Table 9.1

FRANKLIN COUNTY PUBLIC LIBRARIES: FUNDS ESTIMATED TO BE AVAILABLE FOR FIXED CAPITAL INVESTMENT, BY DECEMBER 31, 1970, OPERATING EXPENSES 1969, AND INTANGIBLE TAX INCOME, 1969 AND 1970.

Library System	NET FUNDS AVAILABLE FOR FIXED CAPITAL INVESTMENT, DECEMBER 31, 1970	TOTAL OPERATING EXPENSES 1969	INTANGIBLE TAX INCOME	
			Received 1969	Allocated 1970
Columbus	nil[1]	$2,387,853	$2,406,306	$2,191,221
Bexley	$ 15,000	381,080	315,000	317,927
Grandview Heights	320,000	171,933	192,811	193,713
Grove City	200,000	186,708	197,000	360,085
Upper Arlington	400,000	299,133	425,000	505,392
Westerville	47,000	167,560	178,700	164,402
Worthington	15,000	160,669	183,000	167,260
TOTAL, County			$3,897,811	$3,900,000

Sources: Estimates by librarians in June, 1970, Ohio Directory of Libraries 1970 (advance annual), Order of State of Ohio Board of Tax Appeals, January 3, 1970.

[1] A Building Fund balance of $870,959 as of December 31, 1969, has been totally appropriated for the equipping of the new Gahanna branch and the construction and equipping of the planned South High Street and Lilley-Livingston branches, and for miscellaneous repairs, small land purchases, etc.

and Upper Arlington Public Libraries will have capital funds of any consequence. The other systems, especially the Columbus Public Library, have little or no base to support the heavy capital outlays that will be required to meet the increased demand for library services in the next decade. By thrifty and conservative operation the Columbus Library had accumulated some $2 million by the end of 1968 but needed expansion and modernization program reduced the balance to $871,000 at the end of 1969 and all of this balance is already appropriated for the construction and equipping of three new branches.

Consideration of fixed capital requirements and capacity is given in the last chapter, in connection with the specific space and structure recommendations outlined for each Franklin County library system.

Revenue from the Intangibles Tax

The expected future annual income of libraries is the second financial factor that must have prior consideration. Current income, in fact, is even more important than capital funds. Even if the capital should be sufficient for increased and/or new library facilities, they would be of little avail if current revenues were insufficient to pay for their staffing and operation. The prospects of the principal source of library revenues must therefore be assessed.

Under Ohio law, the bulk of the revenue for the support of public libraries comes from the tax on local-situs intangibles. This tax, which applies at a rate of 5 per cent on yield from intangible personal

property such as stocks and bonds, generated almost 50 million dollars during calendar year 1968, nearly all of which was given over to libraries. The Ohio Revised Code (Section 5705.23) provides that the county budget commission shall distribute the revenue originating in that county from the local-situs intangibles tax, first of all to libraries in accordance with their "need" with any remaining amount paid to other units of local government. In 1968, 25 of Ohio's 88 counties distributed 100 per cent of the intangibles tax revenue collected in the county to the libraries. The statewide average was 80.6 per cent. Franklin County has only within the past several years received 100 per cent of intangibles tax revenue for libraries.

In 1950, total collections from this source in Franklin County amounted to $1,296,000. Of this amount, $558,000, or 43 per cent went to libraries. By 1955, intangibles tax collections had grown to $1,747,000. Over this time, the per cent distributed to libraries increased to 77 per cent, so that the library revenue from this tax source more than doubled in the five-year period. Another 36 per cent growth in intangibles tax collections occurred between 1955 and 1960, and the per cent distributed to libraries increased from 77 per cent to 87 per cent. During the first half of the sixties, revenue from the intangibles tax grew more slowly - 28 per cent over the five-year period. A continued increase in the percentage given to libraries maintained a fairly rapid rate of growth in library income from this source. By 1967, libraries were receiving

the entire revenue received in the county from the intangibles tax. Again, in 1968, the entire intangibles tax revenue went to libraries, but in 1969, because of an unprecedented distribution to the county and to municipalities of the excess collected over advance estimates, the library share fell to 98 per cent.

To project library revenues to 1980, it was not thought appropriate to engage in complex and sophisticated econometric methods. The gain in sophistication from such an approach would probably not repay the effort, as compared with a simple extrapolation of past trends. Accordingly, various alternative estimates were prepared based on alternative assumptions regarding continuation of past trends.

During the first half of the sixties, intangibles tax collections grew at an average annual rate (compounded) of 7.0 per cent, and in the latter half of the decade, at 7.8 per cent per annum. If the 7.8 average were to continue throughout the seventies, intangibles tax collections in total (and by assumption available to libraries) would grow by 1980 to $9,355,000. If alternatively, the 7.0 per cent per annum growth rate were used, the projected income would equal $8,619,000. These alternatives may be assumed to mark the bounds within which the actual growth of revenue is likely to fall. A figure of $9,000,000, midway between the high and low, might be reasonable. Past and projected intangible tax revenues in Franklin County are summarized in Table 9.2.

Table 9.2

INTANGIBLES TAX COLLECTIONS AND AMOUNT DISTRIBUTED TO LIBRARIES, FRANKLIN COUNTY, 1950-1969 AND PROJECTED. 1975 AND 1980

Year	INTANGIBLE TAX COLLECTION		DISTRIBUTED TO LIBRARIES	
	Amount	Per Cent Increase From Preceding Year	Amount	Percentage of Total Collection
	($000)	%	($000)	%
1950	$1, 296		$ 558	43
1955	1, 747		1, 355	77
1959	2, 017		1, 762	81
1960	2, 368	17. 4	2, 069	87
1961	2, 521	6. 5	2, 274	90
1962	2, 697	7. 0	2, 431	90
1963	2, 756	2. 2	2, 553	93
1964	2, 814	2. 1	2, 712	96
1965	3, 020	7. 3	2, 917	96
1966	3, 235	7. 1	3, 219	99
1967	3, 553	9. 8	3, 553	100
1968	3, 657	2. 9	3, 657	100
1969	4, 095	12. 0	3, 898	95
Projected, 1980				
High	9, 355	(7. 8% per year)	9, 355	100
Low	8, 619	(7. 0% per year)	8, 619	100
Medium	9, 000		9, 000	100

Source: Directory of Ohio Libraries; the State Library of Ohio, Annual, and

It may be noted that these projections are closely parallel to the projections of Franklin County Personal Income made in the Columbus Area economic base study previously mentioned. Personal Income, in constant dollars, was projected to grow at an annual average rate of 4.29 per cent. Allowing 3.25 per cent as a realistic estimate of the annual average increase in the general price level in the next decade would bring the projected annual rate of growth of Franklin County Personal Income to around 7.5 per cent; or at just about the rate of increase projected for Franklin County intangibles tax collections.

With respect to library finances one point seems clear: even the higher assumption regarding growth in intangibles tax collections would not provide as rapid an increase in library income in the 1970's as occurred in the sixties and fifties. During the past two decades, libraries have benefitted from increase in the intangibles tax collection along with growth in the share going to libraries. Having now achieved full (or virtual) 100 per cent distribution to libraries, the latter source of growth has now been exhausted. Accordingly, libraries can probably expect not much more than a doubling of revenue during the coming decade (slightly more under the higher assumption, slightly less under the lower), as compared with much more than doubling in the sixties and almost quadrupled revenue during the 1950's.

Implications for Future Library Operations.

A realistic projection to 1980 must of course take account of possible

future price changes. Indeed, the projection of growth in intangible tax collections implicitly assumes a continuation of price increases in the 1970's at about the rate experienced in the 1960's. Over the eleven-year period 1958-69, the Consumer Price Index increased by 27 per cent. More relevant to an estimation of the resources available to carry out library services, however, is the price index for goods and services purchases by state and local governments (the implicit price deflator for this component of the Gross National Product). This price index increased by 52.9 per cent over this eleven-year period. If prices of items purchased by public libraries and salary levels of employees follow the pattern in the next eleven years, the purchasing power of libraries' projected 1980 revenue will be only about 50 per cent larger in total than in 1969, rather than twice as large.

Or, otherwise stated, the cost to the library of serving an average user-visit will be increased 50 per cent by 1980. In the frame scaled in this study, the operating cost per user-visit was $1.96 in 1969 (see Table 9.3); at 50 per cent increase because of price rises by 1980 the 1980 per user-visit operating cost will be $2.94. At the level of user-visits projected in Chapter VIII and assuming no changes by reason of economies of scale or other factors, the 1980 operating expenses of the respective Franklin County Library systems, on the 1969 Primary Service Areas, will be as shown in Table 9.3.

For the County as a whole 1980 operating expenses of all libraries will total $9,373,000 to $9,565,000 depending upon whether the disparities among the systems in average costs per user-visit are maintained or tend to converge to the all-systems average. In either case the projected operating expenses of Franklin County public libraries

Table 9.3

AGGREGATE USAGE, ADULTS AND CHILDREN, AND OPERATING EXPENSE, BY LIBRARY SYSTEM, 1969, AND PROJECTED 1980

Library System	AGGREGATE USAGE		OPERATING EXPENSE			OPERATING EXPENSE PER USER-VISIT	
	1969	1980	1969	1980 I[1]	1980 II[2]	1969	1980
	Thousands of User-Visits		Thousands of Dollars			Dollars	
Columbus, Total	1,193.0	1,929.3	$2,388	$5,537	$5,788	$2.00	$3.00
Bexley	167.2	242.0	381	695	828	2.28	3.42
Grandview Heights	115.9	139.5	172	400	310	1.48	2.22
Grove City	51.0	75.5	187	217	418	3.67	5.52
Upper Arlington	204.8	319.9	299	918	701	1.46	2.19
Westerville	109.0	342.3[3]	167	982[3]	787[3]	1.53	2.30
Worthington	110.6	249.5[3]	161	716[3]	544[3]	1.46	2.18
Total	1,951.5	3,298.0	$3,755	$9,465	$9,376	$1.92	$2.87

Source: Ohio Library Directory, 1969 (advance information), and Table 8.7.

[1]Assumes uniform cost per user-visit of $2.87 for all systems (i.e., a 50 per cent increase from the 1969 average of $1.92416).

[2]Assumes a 50 per cent increase from each system's own 1969 average cost per user-visit.

[3]1980 figures do not take account of volume of user-visits serviced by possible Columbus Public Library branches.

Table 9.4

FRANKLIN COUNTY PUBLIC LIBRARY PLANNING ITEMS, 1969, AND PROJECTED 1980

Item	1969	1980	Percentage Increase
	Amount		%
User-Visits (total, adults and children)[1] (Thousands)	1,951.5	3,298.0	69.0
Operating Expenditures (Thousand dollars)	$3,756	I $9,465 II $9,376	152.0 149.6
Operating Expenditures[2] per user visit (Dollars)	$ 1.92	$ 2.87	50.0
Intangible tax revenue[3] distributed to libraries (Thousand dollars)	$3,898	$9,000	130.9

Source: Tables 9.2 and 9.3.

[1]1980 projection includes increases in visits from changes in library services, from population growth, and from conversion on nonusers.
[2]1980 projection assumed to be 50 per cent above 1969.
[3]1980 projected amount at medium growth rate (7.4% p. a.). Entire intangibles tax revenue assumed to go to libraries.

by 1980 will be larger than the intermediate projection of the libraries' 1980 revenues from the intangibles tax. It is apparent, therefore, that if the projected volume of library usage is to be serviced, other sources of revenue will need to be developed and significant economies achieved in library operation. It is apparent, too, that by 1980 sur-

plus or saved funds from current intangibles tax revenues cannot be counted on as a source for the accumulation of capital for investment in future library plant and equipment.

The 1969 levels of library usage, operating expenses and intangible tax revenues and their projections to 1980 are summarized in Table 9.4.

LIBRARY GOALS AND PRIORITIES

Another area which must be given prior consideration before recommendations can be made as to specific physical plans is that of the explicit determination of future goals and the setting of priorities for the Franklin Library system as a whole and each of its components.

Those charged with responsibility for allocating and spending public funds must be constantly aware of the public policy goals they are attempting to achieve, and of the necessity for making judgments as to allocations of limited resources. The prospect of less rapid growth in library funds in the 1970's than has been experienced in the 1950's and '60's emphasizes the need for making hard choices among various alternatives, each of which may be desirable.

Some of the principal areas of choice, and the recommended objective in each case are outlined below.

Areas and People to be Served

A hard choice in allocating library resources is that of the location of facilities to achieve the greatest practicable efficiency of utilization

and yet to provide reasonable opportunity to all segments of the population to obtain library services. On the one hand facilities can be adjusted in size and location to the existing user demand--that is, guided by the number of people, with developed needs-to-use. A policy of this kind would build up facilities in populous areas where people use libraries intensively so that over-crowding is avoided and the volume of user-visits stays in reasonable relation to floor space, number of library personnel, number of volumes, etc. of library units of an efficient size.

Such a policy, however, would tend to under-equip areas where population is thinly distributed and require long distances to travel to a library center, or where population density may be high but where library-using habits are retarded by inadequate education, low income, undernourishment, the inertia of environmental and generational deprivation and alienation, etc. The problem, therefore, is to determine what and how much of the County's library resources are to be used to meet the articulated needs of the urban and suburban primarily white, middle or upper income library users, and what and how much are to be used to serve the poorly realized and expressed needs of the exurban and rural population and the as yet largely latent needs of the lower income, largely black population of the inner city.

No ready answer is available. One criterion applying to library planning as well as to other public sector decisions may be noted: to

spend additional funds in those ways or areas where the additional social benefit is considered to be greatest. "Social benefit", of course, is difficult to define or measure. A library branch even with low intensity of use may "pay its way" because of its contribution to community cohesiveness, stability, and neighborhood pride. The Martin Luther King Branch of the Columbus Public Library is a good example. Yet obviously the library has an obligation to all of its public. It cannot concentrate only on special, certain to be low-utilized facilities for the inner city at the expense of the fast-growing populations, many low or low-middle income and some nonwhite, in the peripheral areas of the city or in the new suburbs.

It is recommended that the objective of all library systems of the County for the Seventies be the achievement of reasonable balance -- the provision of equalization of access to wanted library services to citizens in all parts of the County -- the urban core, other urban areas, the suburbs and the rural community. This will mean inevitably some lag in providing the large facilities that are indicated to the more populous areas where people use libraries more intensively until some "equalizing" facilities in the inner city and in certain rural sections can be developed. The new Lilley-Livingston location and the Dublin branch now planned by the Columbus Public Library, and the addition to the Shepard and Linden area facilities recommended below, are cases in point.

Centralization or Decentralization

Closely allied to the preceding topic--in fact inextricably involved in practice but distinguishable conceptually-- is the choice of extensive branch system development, or of fewer, larger and more fully equipped centers at central points. The larger, centralized unit is more efficient, more satisfying perhaps to the operating librarian.

It is recommended, however, that with the exception of the central reference centers recommended below that the present system of fairly small but well distributed branch libraries developed by the Columbus Public Library and to a lesser extent by the Upper Arlington Public Library be retained and the principle further developed. Proximity to home is the overwhelming library locational factor to users, as found in this study. The highest ratios of users to library space are found in some of these branches. The perfection of the branch system is recommended as a prime objective for the appropriate library systems in the future.

Service to School Children and to School Systems

Libraries constantly face the issue of the proportion of their effort and resources that should be devoted to serving the needs of school children. In broadest terms the issue concerns allocative choices in acquisitions, space, and professional personnel. In Ohio the matter takes on sharper focus because most libraries are "school district libraries" subject to school board control. All library systems

in Franklin County except Columbus and Upper Arlington are school district libraries. The issue here is: to what extent should the public library provide curricular support for the schools, supplementary to or in lieu of the school library?

School boards have varied in their views as to the relation of the public library to the public schools. Throughout Ohio a growing number of school boards have allowed the school district public library a high degree of autonomy, essentially absolving it of any direct responsibility toward the school curriculum. Some, however, view the public library as having as either its central purpose or at least an important secondary role in serving the public schools directly. In such systems part of the public library collection is maintained in the school buildings and public library personnel staff the school library.

The Grandview Heights, Worthington and Westerville libraries are separated from the public school system to the degree that no library collections are housed in school buildings.

The Bexley library finances and maintains a small part, and the Grove City library a large part, of their collections in public school buildings. Moreover, the Grove City library pays the school district rent on the space occupied by libraries in the school building, and the Bexley library pays salaries of school personnel who serve as school librarians. And to some degree both have given up to the school administration control over selection of acquisitions.

The subordination of the public library to the school system is especially evident in Grove City, to the extent that the library appears to serve as a conduit through which public library funds can be channeled into the school system. This pattern is a factor retarding the development of a stronger public library in the Grove City area.

Experts in library science seem generally to be agreed that there is an important difference between in-school libraries on the one hand and public libraries on the other. One basic difference, of course, is in the concern the public library has with serving adults; most library experts believe it is virtually impossible to serve the adult segment from a library that is located in a school building and oriented chiefly toward the schools.

Even in their service to school-age children, however, public libraries see their role as quite different from that of the school library. The school library is designed to provide curriculum support. Its acquisition policy, reference resources and entire outlook is geared to the school program. Its personnel are as much teachers as they are librarians. The public library, in contrast, in its service to school age children deals with recreational and extracurricular information needs and its collection, facilities, personnel and outlook are oriented in that direction.

There can be no question that libraries is Franklin County should continue to recognize school children as a significant component of their

clientele. It seems, however, that these needs can best be met by a clear separation of the school library from the public library, with each free to serve these needs in the manner in which it is by its nature best able. For the public libraries this means that school branches should be phased out as rapidly as possible. With the evident large increases in demand for library services from adults and children at the library situs, and with the projected increase in costs and the likely inadequacy of future operating income, it is apparent that librarians will not be able to divert funds from their public library obligations and services to finance school libraries.

It is strongly recommended as a prime objective that any library systems that must be involved with performing school system library functions do so only in the terms of the Ross County decision[1]--on the basis of explicit contracts, that cover a reasonable use of public library services, and that the public libraries be reimbursed by the school system on a full and direct cost basis.

Reference Services

One well recognized goal of the public libraries is that of providing reference service to their users. Full attainment of this goal could necessitate a great expansion in the references collections of all or nearly all the libraries and branches. Though some libraries at present have comparatively rich reference resources, others are relatively undeveloped.

[1] Board of Trustees v. Budget Commission, 168 O. S. 108.

An effort to bring the reference section of each and every library and branch up to some uniform prescribed level of adequacy would be unwise and wasteful. The large investment that a first rate reference library entails would not be justified by the relatively low intensity of use it would receive in most locations. Instead, the principle of specialization among libraries and differentiation by function suggests the desirability of selective development of reference facilities. The plan here recommended visualizes one strong central reference library for the county and several second-level reference libraries, with the remaining libraries or branches providing only limited resources in this area.

The Columbus Public Library (Main Branch) is the obvious choice for future development as the key reference library for the county (and no doubt for all of central Ohio). Its present resources are very strong both in terms of collection, facilities, and personnel. Its central location is a further advantage. It seems appropriate beyond question that this library develop its reference services to a distinctly greater degree than that of any other library in the county. The implication of this recommendation is that the remaining libraries would avoid duplicating specialized reference materials held by the Columbus Main Library--including especially, technical, scientific, business and professional reference materials - and that facilities and procedures for cooperative use of the central references facilities be emphasized instead.

Second-level reference facilities might appropriately be developed at several locations within the county to provide convenient access to the more widely used reference materials. Taking account of present reference resource and projective patterns of library usage within the county, it seems appropriate to plan for such reference centers. One would be contained in the Bexley library, which now has fairly well developed reference resources, to serve Eastern Franklin County. The Northern part of the County could best be served by strengthening and expanding the reference facilities of the Worthington Library. To meet the needs of The Southwestern part of the County an expansion and development of The Grove City library reference services would be in order. And The Upper Arlington library, through expansion of present facilities or construction of a new main library (discussed below) is visualized as the optimal center for a second-level reference library serving the West and Northwest areas of the County.

By concentrating efforts at future development of the reference function in these locations, resources would be freed to enable the remaining libraries to concentrate on providing primarily neighborhood services, including in the reference area only those materials that are in the widest use.

Other Library Services

In their expressions of preferences for the future development of library services, Franklin County library users gave first place over-

whelmingly to "reference books, pamphlets, indexes, etc." as the library service to "enlarge or improve". Reference services have accordingly been dealt with specifically and fully in the section just above.

From the patron survey, however, improvements of several other services loom almost as important (see Table 5.9). Improvements for "paperback browsing racks" and "browsing - new books", have about equal importance at the second level; next is the enlargement of "helpful materials for the educationally deprived"; and about equally important at the next level are improvements in "borrowing of phonograph records and tapes", and in "borrowing of films, film strips, etc.". For each of these services from 31 to nearly 39 per cent of library users' preferences were to "enlarge or improve".

It is recommended that librarians study carefully the findings with regard to services analyzed for each of their libraries and branches, and make it a primary objective to improve and feature at least the five specific services just named, and/or others that may also have received high rankings by patrons of the respective libraries. Service improvements in these areas may represent some increased costs, but in the main the increases would appear to be nominal.

It is recommended, also, that librarians look carefully at those services which did not have high proportions of the votes to "enlarge or improve", but had very high proportions of the votes to "keep almost the same".

These are services which apparently are of the nature or quality at present that have a high degree of patron approval--for example, "special assistance by reference librarian", "help from librarian about where to find it", "help from librarian about what to read", etc. These are things that libraries apparently are doing correctly at present; they should be studied both in the respective library, and in other libraries that received very high "keep about the same" scores.

Extensive or Concentrated Services

A special aspect of the library services problem is the question of whether to attempt to provide a wide range and variety of services (including the newer concepts of visual and audio items in the information and communications media), or to concentrate on a limited number, with staff who can specialize and do a quality job in a narrower "reach", rather than conducting a more superficial but quantity operation that serves many people in many ways.

No conclusive evidence is available on which to base a recommendation. Apparently there should be room for each type of operation--but possibly not at the same location. It is recommended, therefore, that libraries experiment with those alternatives either exclusively in different locations or in different mixes in the same location, and drawing in various degrees on deliveries from central depositories via branch stations, to determine if the public has preferences with regard to depth and range of service, and how, perhaps, different segments of the public, or

different areas, may best be served.

Traditional Methods or Adoption of New Technologies

It was not a purpose of this study to evaluate internal library methods and equipment or to make management "efficiency engineering" analyses of individual libraries. One of the charges to the special library operations consultant, (Mr. F. William Summers) retained on this project, however, was to prepare a statement of the likely developments of new library technology in the planning period (to 1980) and the possible applications of such technology to the small and medium sized library units represented in Franklin County.

Mr. Summers has prepared an informative summary of the applicable technology and it is reproduced in full in Appendix C. Recommendations by Mr. Summers for the adoption of computerized systems or methods are made in the context of joint or cooperative use, since the cost to any one library system of any substantial leased or purchased equipment for computerized storage and retrieval or processing of library items would be prohibitive.

It is recommended here, however, that the Franklin County Public Libraries Advisory Council maintain a Committee on Computer Technology in Libraries, with the objective of keeping in active touch with developments in this field with frequent briefings to library staffs and Council members. The computer installation of the Columbus Public Library may serve as the focus for local understanding of computer

potential for libraries; and provide the basis for participation and cooperative use by the other library systems.

Cooperation or Independent Operation

This is a subject so important in Franklin County Public Library operations in the future that it is dealt with in detail as a part of the next section.

It is mentioned here, despite the repetition involved, in order that the recommended objective can be stated in the context of the other objectives explicitly summarized here.

It is recommended that every member unit of the Franklin County Public Library system take it as a principal and overriding objective for the Seventies to foster all types and degrees of cooperative arrangement, one with another, that will reduce duplication, increase efficiency and lower the per unit costs of library operation throughout the whole Franklin County Public Library system. Rising demand and rising costs will place a premium on cooperation in Franklin County library operation in the next decade--cooperation of far-reaching kinds that can be successful and fruitful, but that at the same time need never lessen or endanger the autonomy of the member systems that is one of the sources of strength in the Franklin County Public Library operations.

LIBRARY SYSTEM ORGANIZATIONAND INTER-LIBRARY STRUCTURE

The formulation of a comprehensive plan for the development of the public library programs, services, and facilities of the type and scale

needed in Franklin County in the Seventies is the ultimate goal of this study. But the plan alone is not enough. What is also imperative is the means to assure the execution of the plan --that is, a strong and cohesive organization or system. In the Franklin County situation (as elsewhere), where multiple public library units exist, the most important element, the most critical priority is a firm structure of interlibrary cooperation and the determination to give it active and continuing support.

In the words of F. William Summers, the noted library operations consultant retained on this project

> "It is my firm opinion that the strongest and most effective foundation for better library service in Franklin County would be the replacement of the present independent library structure by a single, unified, county-wide library administration.
>
> It is realized, however, that historical, political and personal constraints existing among the libraries would make this an unrealistic and essentially fruitless recommendation."

Mr. Summers noted that throughout this study recommendations are made for concerted action by libraries, and cites as indication of the importance and urgency of this policy a recent statement by Professor Ralph Parker, Dean of the Library School at the University of Missouri, and a pioneer in library automation:

> "The newer technology will destroy the small library just as it is destroying the small town, just as the one-room school is fast disappearing and the small grocery store has been replaced by the chain store."

At the risk of repetition--but the emphasis is justified--in the next

decade the growth in demand for library services, the new kinds of services desired, the new library technology developing, and the rise of building costs and of costs of current operations, make it clear that the question before the libraries in Franklin County is not "Will we cooperate or not?" but, "How will we cooperate?"

A Structure for Inter-Library Cooperation

Several models of inter-library cooperation which have been developed in various places across the nation should be of interest to Franklin County libraries. Three models are outlined by Mr. Summers:

> "The cooperative-library systems in New York State would seem to be an excellent model. In these systems each library retains its own autonomy and agrees to accept and contribute to certain services to be provided by the system. In New York the systems are state funded but the source of funding is not a limiting factor.
>
> Another alternative would be the creation of a non-profit corporation owned by all of the libraries which would provide the needed services and to which each of the libraries would pay an agreed-upon sum to support the services.
>
> A third and equally viable alternative is the organizational structure outlined in the Kaiser-Walters plan for Franklin County. Since decisions to implement the specific program recommendations of this report have not been made, the organization and structure proposed, i. e., an advisory council on inter-library cooperation could be adopted as the vehicle for planning a cooperative program in the areas outlined in this study and in implementing the changes which users indicate would result in increased library usage."

Regardless of the organizational structure adopted for cooperative planning and action, it should provide for at least the following elements:

1. Joint deliberation and decision making among the component library systems, will result in the presentation of previously

agreed upon operating budgets to the County Budget Commission.

2. Joint development of a long range capital outlay program to meet the needs for new facilities outlined in this study.

3. Joint development of service policies to provide county-wide equality of access to library service. Access in this sense relates to both geographic access and equality of the program to which the citizen has access.

The primary barriers to active inter-library cooperation in Franklin County, and almost everywhere else as well, are attitudinal rather than physical or financial.

Board members, library directors and through them library staff members must become dedicated to the service improvements which a genuine cooperative sharing of resources can bring. The users of libraries in Franklin County have clearly demonstrated that if forced to do so and if the needs for information are great enough they will themselves through personal efforts in the form of multiple library usage form the connecting links between libraries which should be the product of inter-library cooperation. This is patently wasteful of human resources and results in service only to those willing and able to undertake additional efforts to have their needs met.

Attitudes such as, "If they want that they can go down to Columbus and get it", or "If people want to use our materials they can come here and get them", are not appropriate in a decade when the demand for library

services in Franklin County will nearly double.

Recommendations for Inter-Library Cooperation in Franklin County

Recommendations for specific kinds and methods of inter-library cooperation that would appear suitable and workable in Franklin County, and in which the authors join, have been prepared by Mr. Summers:

1. Development of procedures which will encourage users to borrow and return material at whatever outlet is most convenient for them. A single county-wide library card should be adopted and issued to all borrowers. This does not necessarily imply that all libraries must use the same charging system, but common policies for loans and renewals should be adopted. Elsewhere recommendations are made for eventual automated circulation procedures and this should be considered in planning the county-wide borrowers card.

2. Policies and procedures should be designed so that insofar as possible library service can be a one-stop service for every user. Users should be encouraged to expect that any material owned by any library can be requested at and delivered to their nearest outlet. This service should also be extended to audio-visual materials and to all but the most frequently used reference books.

3. To facilitate inter-library exchange, delivery service and pick-up service on at least a daily basis should be made to each library.

4. The libraries should jointly decide upon the role which the Columbus Public Library's Main Library should play in the total reference service in the county. As the largest library and the "downtown" library to many users in Franklin County it will inevitably attract much of the expanded usage. And a clear program for tapping these resources should be developed.

Similarly a detailed plan of reference service, implementing the reference center development recommended above, should jointly be developed for each of the libraries. Each library needs a clear understanding of how it may contribute to the total resources and what resources it may call upon for users.

5. In-service training programs and seminars should be developed for all library staffs. The insularity of libraries cannot be eliminated unless the library staffs have frequent opportunities to meet together and jointly resolve the problems confronting them.

6. The libraries should jointly develop programs to reach nonusers and disadvantaged citizens. It is interesting to compare the nonuser sample in Franklin County--in which 70% of the nonusers reported that regardless of what changes were made in library service they would not expect to use libraries--with a national social survey of attitudes in which 60 per cent expressed the same attitude. These two findings are close enough to suggest that within the nonuser group there is a substantial hard-core who do not see any likelihood that the public library has anything to offer them. Unless one is willing to write-off these people as unreachable, the library must undertake herculean efforts to discover their needs and design programs of service to meet them. Such a task is obviously beyond the resources of any one library and will require the best efforts of all libraries.

A "County District Library"

In many respects Franklin County is fortunate to have the structure of public library systems that has developed over the years. It has, in the Columbus Public Library, a large, central library system that is well respected, modern, progressive, and, with effective control and management, that serves the central city, and that, as a "County Extension Library" as designated by the State Library Board, has the authority to serve outlying areas and densely populated sections beyond the Columbus municipal boundaries through bookmobiles and branch libraries. In addition, six other public library systems, each with its own unique character, are located in the suburban areas of Franklin County and more or less ring the City of Columbus. The county library facilities and services in total thus have the variety, uniqueness, and adaptation to local area needs that come from the diversity of library staff and controlling boards representing various population segments and geographic areas, both central and dispersed within the County.

The authors and consultant concur, however, in the conviction that development of any additional, discretely new public library system in Franklin County would constitute a further fractionation of public library resources and operations that would not be in the best interests of the people of the County--in fact, would be harmful to the future evolvement of public library service in Franklin County. Organization of new public library systems is not just an academic concern. Under the Ohio law any new municipality--or any new school district--of 25,000 population which does not already have a public library in its jurisdiction can create a public library.

The authors and consultant firmly believe that in Franklin County areas of high density population now existing or that may evolve in the future, or other geographic areas of the County, should be served by the orderly development and extension of library programs and facilities by library systems now existing in the County. It is strongly recommended, therefore, that the Columbus Public Library, and each of the other Public Library systems in the county, give immediate and serious consideration to organizing the Columbus Public Library as a "County District Library". This form of library organization, as provided under the Ohio law is given exclusive jurisdiction over all areas in a county not already served by an existing school district or municipal library. Some 35 county district libraries are in operation in Ohio, including the metropolitan counties of Cuyahoga, Lucas, and most notably, Montgomery and Hamilton.

The municipal library form of organization of the Columbus Public Library has served in good stead in the past in the creation and development of a strong and modern library. The shift in the appointive authority for the Library's Board of Trustees from the Mayor of the City of Columbus to the Commissioners of Franklin County (4 trustees) and Judges of the Court of Common Pleas (3 trustees) is the major change required in the new form of organization, and could be a disadvantage. Any disadvantage is outweighed, however, by the merit of the county district library form of assuring a sound public library system and operating structure for the future in Franklin County.

X

MEETING LIBRARY USERS NEEDS IN 1980 -- PHYSICAL PLANS BY AREAS

The projected growth in user-visits to libraries in Franklin County has great significance for long range planning of library capital outlays, services and operating costs.

In this concluding chapter the implications of the projected volume of usage have been translated in physical and financial terms and specific recommendations for physical space and estimates of anticipated capital costs and operating costs are presented.

The recommendations and estimates are made for each of the library Primary Service Areas for present libraries and branches as defined in this study, and are summarized in Table 10.1.

The ensuing discussion of the recommendations for each Primary Service Area follows the order in which the libraries and branches were listed in the tables throughout the study. The discussion includes commentary on some of the priorities and problems related to the recommended plans for library facilities for each of the Primary Service Areas.

Space Utilization

Table 10.1 contains columns headed "Space Utilization"--i.e. user-visits per square foot of the library's public space. This ratio is computed for each library and branch. It is computed for 1969 on the basis of present public space--that is, space in library structures in use in 1969 and at the time of the In-Library Survey and the number of 1969 user-visits developed from the In-Library Survey; and for 1980 on the basis of projected, 1980 user-visits and the 1969 space, (thus indicating what the "user density" would be if no space additions are made); and for 1980 on the basis of projected, 1980 user-visits and the 1980 "space after additions" as recommended in this study.

The measure of library space utilization is a new measure, first developed in this study. It should be a sharp tool for locating and evaluating libraries and branches that are under-utilized and those that are congested--or have a high "user density". The measure is akin to density-of-population ratios used in area analysis, or to "dollars-per-square-foot" used to evaluate retail store and retail department yields, etc.

The difficulty is that as a new measure in library planning it has not been "standardized"--that is, there have been insufficient observations to define with high precision what size or size range of the ratio constitutes acceptable "user density", and what level of the ratio denotes unacceptable "user density", amounting to congestion, insufficiency of seating space, excessive waiting for staff service, etc.

In the application here the standard applied was somewhat arbitrary, but was based on the authors' and the consultant's observations of various libraries at various times of day and days of week. It was considered that space-utilization ratios in the range of 23-25 and over represented higher-than-desirable "user-density". The average in all Columbus branch libraries in 1969 was 19.9; the average in 1980 with increased user-visits but no increase in space would be 32.4).

The space-utilization ratio for 1980, with present space, was the principal basis for determination of the Primary Service Areas needing increased space, and the approximate amounts. These determinations were compared, however, with estimates made by the consultant on the basis of ratios of area population to library space that have been used in estimating library requirements. The two sets of estimates were highly corroborative.

Capital Costs

Approximations of the capital outlay required to provide the expansions or the new library structures recommended are also given in Table 10.1. The calculations assume a 50 per cent increase in construction costs over the decade--about the same as the increase in the past decade. A "time-priority" rating is given for each structure in order to refine somewhat the projected construction cost, equipment cost, and materials cost, per square foot used in the calculation as explained in the footnote to Table 10.1. The "time-priority" rating was determined on the basis of the degree of over-utilization at present and the authors' estimates of the timing of the resi-

Table 10.1

RECOMMENDED PLANS FOR PHYSICAL FACILITIES OF FRANKLIN COUNTY PUBLIC LIBRARIES BY 1980, BY PRESENT LIBRARY PRIMARY SERVICE AREAS

Present Library and Primary Service Area	Square Footage		User-Visits		SPACE UTILIZATION (User-Visits Per Square Foot of Public Space)		
	Public	Nonpublic	1969	1980	Present Space 1969	Present Space 1980	Added Space 1980
	Number		Thousands		No.	No.	No.
01 Columbus-Main	25,778	61,446	119.0	185.9	4.6	7.2	7.2
02 Beechwold	3,866	1,413	86.7	142.5	22.4	36.9	26.5
03 Clintonville	3,576*	743*	92.1	115.2	25.7	32.1	23.6
04 Franklinton	898*	1,538*	19.5	21.3	21.7	23.7	23.7
05 Gahanna	984	100	18.5	48.6	18.8	49.4	12.5
06 Hilliard	2,110*	444*	108.4	186.9	51.4	85.6	26.0
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
08 Hilltop	4,440	1,548	75.8	133.3	17.1	30.0	25.0
09 Linden	2,456	864	43.0	80.7	17.5	32.9	25.6
10 Livingston	2,500*	474*	65.8	119.0	26.3	47.6	23.3
11 Martin Luther King	6,345	1,645	45.8	63.0	7.2	9.9	10.0
12 Morse Road	7,170	1,615	98.1	178.2	13.7	24.9	24.9
13 Northern Lights	2,574*	426*	82.6	101.6	32.1	39.5	25.6
14 Northside	4,046*	2,598*	33.9	43.5	8.4	10.8	22.0
15 Parsons	3,080	1,050	50.5	72.6	16.4	23.6	13.8
16 Reynoldsburg	2,345*	655*	74.1	164.3	31.6	70.1	24.7
17 Shepard	1,640*	840*	45.9	71.1	28.0	43.4	25.0
18 Whitehall	3,682	1,379	86.5	148.1	23.5	40.2	26.0
Columbus Branches Only	53,826	17,780	1,074.0	1,743.4	19.9	32.4	21.0**
Columbus Total	79,604	79,246	1,193.0	1,929.3	15.0	24.2	17.7**

*Leased

(continued next page)

Source: Table 8.7 and reports of space from the library systems.

**Based on recommended totals.

Table 10.1 (Continued))

RECOMMENDED PLANS FOR PHYSICAL FACILITIES OF FRANKLIN COUNTY PUBLIC LIBRARIES BY 1980, BY PRESENT LIBRARY PRIMARY SERVICE AREAS

POLICY	RECOMMENDATION: APPROXIMATE SIZE (Square Footage) — Total Public After Addition	Public Added	Total Added	TIME PRIORITY [1]	APPROXIMATE CAPITAL OUTLAY — Structure [1]	Equipment [1]	Materials [1]	Total
	Number				Dollars			
01 Add parking space	25,778	-	-	-	$ 80,000	-	-	$ 80,000
02 Expand present facility	5,366	1,500	1,850	3	80,000	$13,000	$40,000	133,000
03 Expand leased space	4,876	1,300	1,650	3	(Rental)	11,000	39,000	50,000
04 No change	898	-	-	-	-	-	-	-
05 New structure under constr.	3,875	2,891	6,900	1	(160,000)[3]	30,000	95,000	125,000[2]
06 New Structure (or expand leased space)	7,210	7,210 (5,100)	9,000 (6,500)	1	320,000 (Rented)	36,000	115,000	471,000 (151,000)
07 No increase		-	-	-	-	-	-	-
08 Expand present facility	5,340	900	1,000	3	43,000	7,000	24,000	74,000
09 Expand present facility	3,156	700	800	2	31,000	5,000	17,000	53,000
10 Add new structure	5,100	2,600	3,600	2	140,000	22,500	75,000	237,500
11 No change	6,345	-	-	-	-	-	-	-
12 No change	7,170	-	-	-	-	-	-	-
13 Expand leased space	3,974	1,400	2,900	2	(Rental)	10,000	33,000	43,000
14 Reduce leased space	-2,246	-1,800	-3,800	1	(Rental)	-	-	-
15 New structure-S. High	5,280	2,200	3,000	2	117,000	20,000	63,000	200,000[2]
16 Add new structure	6,645	4,300	5,400	1	193,000	30,000	97,000	320,000
17 Expand leased space	2,840	1,200	1,300	1	(Rental)	7,000	23,000	30,000
18 Expand present facility; and parking space	5,682	2,000	2,200	3	95,000	17,000	53,000	165,000
New Westerville Area branch	4,000	4,000	5,000	2	180,000	31,000	105,000	316,000
New Dublin Branch (Temporary)	984	984	1,084	1	($4,000 installation cost)			4,000[2]
TOTAL RECOMMENDED Branches only	83,101**	29,275			$1,283,000	$239,500	$779,000	$2,301,500
Including Main	108,879	29,275			(963,500) - (Hillard alternate)		-	(1,981,500)
PARSONS AREA Addition Size-S. High	2,200	2,200	3,000	1	80,000	10,000	37,000	127,000[2]
New Branch Lilley & Livingston	4,700	4,700	6,000	1	197,000	30,000	10,000	327,000[2]
TOTAL	115,779	36,175			$1,560,000	$279,500	$916,000	$2,755,500
					(1,240,000) - (Hillard alternate)			(2,435,500)

(Continued on next page)

Table 10.1 (Continued)

RECOMMENDED PLANS FOR PHYSICAL FACILITIES OF FRANKLIN COUNTY PUBLIC LIBRARIES BY 1980, BY PRESENT LIBRARY PRIMARY SERVICE AREAS

Present Library and Primary Service Area	Square Footage		User-Visits		SPACE UTILIZATION (User-Visits Per Square Foot of Public Space)		
	Public	Nonpublic	1969	1980	Present Space 1969	Present Space 1980	Added Space 1980
	Number		Thousands		No.	No.	No.
20 Bexley	20,563	6,223	167.2	242.0	8.1	11.8	11.8
30 Grandview Hts.	8,900	9,000	115.9	139.5	13.0	15.7	15.7
40 Grove City	7,250	5,500	51.0	72.5	7.0	10.4	9.4
50 Upper Ar. - Tremont	5,346	7,304	119.6	214.3	22.4	40.1	20.4
51 Upper Ar. - Lane	2,000*	640*	48.8	65.0	24.4	32.5	35.0
52 Upper Ar. - Miller	2,550	100	36.4	40.6	14.3	15.9	15.9
60 Westerville	8,727	6,218	109.0	342.3	12.5	39.2	24.9
70 Worthington	6,718	1,800	110.6	249.5	16.5	37.1	22.7
Suburban Total	62,054	36,785	758.5	1,368.7	12.2	22.1	18.8
TOTAL: All Libraries	141,658	116,031	1,951.5	3,298.0	13.8	23.3	17.5

(Continued on next page)

Table 10.1 (Concluded)

RECOMMENDED PLANS FOR PHYSICAL FACILITIES OF FRANKLIN COUNTY PUBLIC LIBRARIES BY 1980, BY PRESENT LIBRARY PRIMARY SERVICE AREAS

		RECOMMENDATION							
		APPROXIMATE SIZE (Square Footage)				APPROXIMATE CAPITAL OUTLAY			
	POLICY	Total Public After Addition	Public Added	Total Added	TIME PRIORITY[1]	Structure[1]	Equipment[1]	Materials[1]	Total
		Number				Dollars			
20	No change	20,563	-	-	-	-	-	-	-
30	Remodel, add parking	8,900	-	-	-	$150,000	-	-	$150,000
40	Remodel, add parking	8,000	750	750	3	132,500[4]	$10,000	$18,000	160,500
50	Expand present facility	9,000	3,654	3,654	1	new 130,000	15,000	45,000	290,000
	(Remodel, convert space)	10,500	1,154			rem 100,000			
51	Expand leased space	2,550	600	600	2	(Rental)	-	-	-
52	Review status	-	-	-	-	-	-	-	-
60	(New branch - CPL)	(4,000)	(4,000)	(5,000)		(See Columbus branches)			
	Remodel existing structure	9,727	1,000	1,000	2	39,000	6,000	21,000	66,000
70	(New branch, Dublin - CPL)	984	(984)	(1,084)		(See Columbus branches)			
	Expand present facilitiy	9,918	3,200	4,000	2	156,000	25,000	96,000	277,000
	Suburban Total	72,758	10,704						
	TOTAL: All Libraries	188,537	46,879						

[1] Time Priority — Time — Cost per Square Foot

1 = 1970-73: Construction, $35.75* Equipment, $5.50; Materials, $18.

2 = 1974-77: Construction, $39.00** Equipment, $6.25; Materials, $21.

3 = 1978-80: Construction, $43.25*** Equipment, $7.00; Materials, $24.

* $33 plus architects' fees at approximately 8 per cent.

** $36 plus architects' fees at approximately 8 per cent.

*** $40 plus architects' fees at approximately 8 per cent.

[2] Appropriated from funds available in 1970.

[3] Funded in 1969.

[4] $32,500 additional space, plus $100,000 remodelling.

POOR ORIGINAL COPY - BEST AVAILABLE AT TIME FILMED

dential development of the various areas.

COLUMBUS PUBLIC LIBRARY

Columbus Main Library

The central facility of the Columbus Public Library is a much revered structure which has yielded to the demands of change by undergoing several major additions.

The library at present has more than adequate public area for the amount of usage--in fact, the lowest user-visits per square foot of any of the libraries in the County. Even with a substantial increase in usage by 1980, its public space and facilities for serving visitors ought to be adequate (unless, perhaps, a significantly increased area of present public space is given over to centralized functions ---which might well be a plan for its future.

Columbus Main Library is seen as functioning largely as a strong centralized reference resource, serving the entire County, and as the headquarters for centralized services to its branches and to the other library systems in the County, rather than attempting to provide recreational reading and other services to the surrounding neighborhood.

The most pressing need of the central facility is additional parking. It would be sound planning to acquire additional land for eventual expansion and to use the site for interim parking.

With the recent addition and renovation completed at the Main Library, it is not anticipated that additional space will be required before the end

of the decade.

Columbus Branch Libraries

The Columbus Public Library is fortunate in that leased space has been used to house much of the branch library program. It will therefore be much easier to accomplish the expansion and re-locations which growth in the user population will require.

The most critical areas for branch expansion would appear to be in the present Gahanna, Hilliard, Livingston, Shepard, Reynoldsburg, and Whitehall areas, and in the extreme northeast part of Columbus as new residential developments and annexations to the City of Columbus occur in the southern part of what is now defined as the Westerville Library Primary Service Area. The space requirements of other branches are more moderate and can be met by enlarging or relocating some rented branches, as was recently done in the case of the Clintonville Branch or by small additions to some permanent branches. Recommendations for each branch library are discussed below.

Beechwold

This branch is fairly adequate in space at present, but with projected growth in usage by 1980 additional area will be needed, estimated at 1850 square feet, almost entirely public space. An addition of approximately that amount is recommended toward the end of the decade. This would bring the size of the Beechwold branch about to the size of the new branch being constructed on South High Street.

Clintonville

This library, though rather new, is well located and is already well used. It will probably justify expansion of about 1700 square feet additional by 1980. This addition should probably be rental area as is the present space.

Franklinton

The small aggregate volume of usage at present and the small growth projected raises a question about this branch in the inner-city. Yet it has a respectable space utilization because its public space is so small. This is probably a very low-cost operation. The question is whether to continue the operation more or less as is, or to relocate and improve in the hope of obtaining greater interest and usage from the area (as in the case of the black areas of the inner city). The Franklinton Branch is warmly regarded by its patrons, but it is not large enough in public space or volumes to make much more than a token offering of library services. In this respect it is similar to the former E. Long Street Branch that was replaced by the Martin Luther King Branch. The fact that the Franklinton Primary Service Area is, except for the Parsons Area, the lowest in the County in library user-visits per capita of the Area's population (Table 4.9) is indication either of a failure of library performance or of a population intractable in regard to library attendance. There is serious doubt that the latter is the case.

Gahanna

The temporary facility that has been operated in this area is scheduled

to be replaced as soon as the new building of 5000 square feet (total), now under construction, is completed. The construction of this branch was funded in 1969 from the Columbus Public Library's building fund balances. Payment for equipment and materials for this branch has been appropriated from the balances still available in 1970.

Presumably the presence of a fine new facility will generate a wider usage in the Gahanna Primary Service Area than in the past. User-visits per capita of population in this Area, as was shown in Table 4.9, have been significantly below the County average, especially for adults. The space utilization ratio for 1980 with the new space added, should therefore be substantially higher than shown in Table 10.1.

Hilliard

The 2100 square foot facility now in the Hilliard Primary Service Area has the highest index of space utilization of any library in the County. It will be grossly inadequate by 1980. We estimate another 5100 square feet of public space will be needed. This implies a new structure of perhaps 9000 square feet to replace the present facility. A new branch should be built (or rented?) in the Hilliard Area, probably in a location close to the present Shopping Center site. It should be provided as early in the planning period as possible and should approximate the Morse Road Branch in size.

Hilltonia

The Hilltonia branch seems to be fairly adequate at present, and

projected growth is not great enough to exceed its capacity by 1980. No change is recommended.

Hilltop

This is an attractive and good-sized branch and is plenty adequate at present, but will be somewhat crowded by 1980 if projected increases materialize. It will probably be necessary to add approximately 1000 square feet to this building, probably late in the decade.

Linden

At present this branch has less than 2500 square feet (public) Adequate for present usage, some addition--approximately 800 square feet--is recommended for late in the decade, if the design of the structure and site circumstances permit.

Livingston

Projections of increased usage in this Primary Service Area indicate substantial new facilities will be required. We recommend building a new library of moderate size, with provision for later expansion, somewhere in the southeast portion of the county, south of Refugee Road, possibly somewhere on Route 33, to provide library service for the growing population in the new subdivisions that have recently been or will soon be annexed to Columbus, and to provide better access to library service to people in the several small communities and on farms in that part of the County. This assumes the present Livingston branch will be left essentially as it is.

Martin Luther King

This fine new library branch is plenty adequate for the area at present and for the foreseeable future. In fact its index of space utilization is one of the lowest of all the libraries in the County.

Morse Road

This is one of the newest branches, attractive, well-designed, with ample parking space, and on a heavy traffic artery. It has heavy usage but because of its size it has only a moderate space-utilization ratio. Despite a sizable growth in usage to 1980, it is not anticipated that expansion of this branch will be required. Possibly excessive increase in usage will be averted from the Morse Road branch by construction of a new branch in the northeast portion of the county, as noted below. Therefore, no expansion in the Morse Road branch is recommended.

Northern Lights

This branch, located in a shopping center, is rather intensively used at present, and usage is projected to increase still more by 1980. Approximately 1600 square feet additional will be required. Presumably this would take the form of rental space at the same site.

Northside

This branch is notable for its low degree of space utilization--a function of its excessive size; and for its very low per capita usage from its Area--a function presumably of its deficiencies in parking space and other factors. Even with projected increases to 1980, this facility is not likely to be used

at anywhere near the intensity of most other branches. It is recommended this this branch be reduced in size, and relocated somewhere near the present site (which is very central to the Area served) with parking space and greater visibility for the facility as a modern neighborhood library.

Parsons

The Parsons Branch alone would probably continue to be adequate for the growth in usage projected in this its Primary Service Area. It is not well located, however, to serve the new populations in these new areas at the southern fringes of Columbus, and it was the intention to recommend a new branch in this section of the city.

The new 6000 square foot South High Street branch at Southgate, however, and the proposed 6000 square foot branch at Lilley and Livingston, both of which are apparently under firm plans, will make the (present) Parsons and Martin Luther King Primary Service Areas the most heavily supplied with library facilities of any Area in the County. Since the two new branches, if built, will be operating within a year , library space (public) will total 18, 785 square feet for all libraries in the two Areas and the space utilization ratio will be only 5.3 at first, and on the basis of usage projections will rise to only 7.2 in 1980.

Of course, modern and spacious new library facilities generate their own usage. The Parsons Branch and Primary Service Area presently have the very lowest user-visits per capita of any library Primary Service Area in the County. Perhaps the increased usage generated by the new

facilities will raise the user-visits per square foot ratio to a more realistic level. Adding two new branches in this Area, especially the Lilley-Livingston Branch, which is in close proximity to the Bexley Library, and not very far from the Parsons and Martin Luther King Branches and Columbus Main, must be justified, however, on grounds other than volume of user needs.

Reynoldsburg

A sizable facility to replace the present small rented quarters is clearly needed. Present user-density is already high and the present space will become grossly inadequate by 1980. It is probably impossible to expand this facility very much, as it is a rented building in the middle of the shopping center parking lot. Instead, one recommended alternative is to retain this branch as is and construct a new building of approximately 4300 square feet (public space), 5400 total, in another part of Reynoldsburg. The other alternative would be to close out the present quarters and construct a new building of some 8400 square feet in a central location in Reynoldsburg.

Shepard

Projected increase in usage of this branch will necessitate some expansion. We recommend either adding on 1200 square feet by 1980 (rental), or relocating the branch, with a new structure of approximately 3000 square feet. The Shepard area, it may be noted, is one part of town where many respondents in the nonuser survey indicated difficulty in getting to the library (inconvenient location). (It is difficult to think, however, of a more central

or accessible location, with good parking space, in this Area.)

Whitehall

In this modern and busy branch space utilization is presently at the margin. Expansion will be necessary here by 1980. It is recommended that 2200 square feet be added to the existing structure. (It is understood that additional land is being acquired to enlarge the parking space.)

SUBURBAN LIBRARIES

Bexley

No need for additional facilities in Bexley is foreseen. The tasteful and excellent planning which went into the 1968 addition of 11,000 square feet and the remodeling of 10,000 square feet of the old building not only provided a richness of decor and equipment but was sufficiently forward looking to meet the user needs for the entire decade and beyond. This beautiful library does credit to the community and its Board and especially to the management leadership that inspired it.

The projected growth in users should be well within the service capacity of the building. Pressures on the practical capacity of the childrens' section might be relieved by some rearrangement of staff offices and adult book browsing areas.

Grandview Heights

The Grandview library is a traditional library in fact as well as in style of building and of operation. It is warmly remembered for its years of service when it was in fact the library of the Northwest Area. It continues

to serve a broad community in unique ways, such as maintaining film and record collections second to none in the County.

The facility is dysfunctional to modern library service, however, and because of its layout gives the appearance of being overcrowded, although in fact its public space is under-utilized and its nonpublic space is excessive.

The Primary Service Area of this library is rather tightly circumscribed by a number of barriers and it is likely that its growth will lag behind the over-all population and user growth. Even though the anticipated growth in users is moderate, improvement in facilities is needed. It is recommended that capital outlay expenditures be limited to a much need refurbishment of the interior and exterior.

A serious need is parking space, and apparently the Library has been successful in acquiring adjacent land.

Grove City

This library has a modern and attractive building. It can expect a significant growth in users but the magnitude in numbers is not overwhelming, and with the present low level of space utilization the projected increases do not appear to be large enough to warrant expansion.

The present facility is poorly planned for the operation of broad library programs. The linear lines and many interior walls prohibit the effective use of space. Also, the library uses an unusual amount of nonpublic space that could be converted to public use.

The location, while less than desirable in terms of visibility, is relatively central. The library presently owns space for an addition on one side. A small addition and remodeling to provide more flexibility, and to provide proper space for the second-level Reference Center recommended for this library should be programmed for 1975-77.

Upper Arlington

The libraries in the Upper Arlington system are the only ones among the suburban libraries to have high levels of space utilization. Projections of usage imply further intensification of use.

Substantial expansion of space and facilities is therefore recommended.

The Upper Arlington Main Library (Tremont) which has accommodated about three-fifths of the user demand in the past is seen as continuing to be the major facility in this Area. The location is central and space for expansion is available. The present building is far too small for the projected use volume and for the second level Reference Center recommended for this library. Carefully planned expansion and remodelling to add to 5100 square feet--all public--is recommended, with perhaps 3600 from new addition and at least 1500 from conversion of the excessive amount of nonpublic space. The large basement area offers a large high-ceilinged, apparently dry area which could be made into excellent space for childrens' library, as was done in the Beechwold Branch of the Columbus Public Library, and recently, to such good effect, in the Worthington Library. The main entrace foyer on the west could be adapted to be a split level

approach with stairs to the basement added to the present 4 or 5 steps up to the main level.

The Lane Avenue Branch has had intensive use and expansion is projected. It is recommended that some 600 square feet of leased space be added to the public space and the library be refurbished, with improved lighting.

The Miller Park Branch, nice as it is as a small neighborhood library in a park setting, is likely to be a marginal operation. Its growth is minimal and the need for this branch in the light of a substantially enlarged main library nearby at Tremont Road, and the modernized Grandview Heights library also nearby, should be reevaluated.

Expansion of the Tremont Library still will leave the northern part of the City of Upper Arlington a considerable distance from a library. It is recommended that a branch of some 2500-3000 square feet be considered for the northern part of Upper Arlington, possibly in the vicinity of Reed and McCoy Roads, by the middle of the decade. The decision on this branch should take into consideration the Columbus Public Library plans. A CPL branch at Bethel between Reed and Sawmill would be a logical expectancy for the late 70's, but the source of capital funds for outlying branches will be a continuing problem for the Columbus system. To the extent, however, that new public space in the Tremont Library can be obtained from conversion of present nonpublic space instead of new construction, the availability of capital funds for a new north-end Arlington branch, if desired by the Upper Arlington Public Library, will be

enhanced and the time schedule for such a branch accelerated.

Westerville

The present site and building are most attractive and ideally located.

It seems likely that the growth in users in the area will result more from population growth to the south and east of the Westerville library Primary Service Area as presently defined than from additional population growth in the corporate limits and vicinity of Westerville. Since it is expected that this area (around Granville Road, Morse Road, Cleveland Avenue and to the east of I-270) will be annexed to Columbus, it is logical for the Columbus Public Library to place a branch in this area.

Such a branch would accommodate the major share of the projected increase in user-visits in this Primary Service Area. Also, if the Otterbein College Library increases in size and adequacy as planned, some usage by college students will be diverted from the Westerville Public Library. Nominal increase in public space is recommended for the Westerville Library, therefore, and this should be obtained by converting some of the large nonpublic area in the building.

Worthington

A growth in population in this area will necessitate additional facilities by 1980. The Columbus Public Library is locating a temporary branch library structure in Dublin on a site furnished by the City of Dublin and this branch will accommodate some of the substantial increase in library usage projected for the Worthington Library Primary Service Area, as

presently defined, and for the first time provide convenient access to library service to the extreme Northwestern corner of Franklin County.

Most of the 1970's growth in this Primary Service Area will be in Worthington and the immediate vicinity, however, and additional facilities will be required in the Worthington Public Library system. Rather than establishing a new branch, it is recommended that the present charmingly decorated and efficiently used building be expanded by approximately 4000 square feet on the existing site, which is centrally located and presumably affords space for expansion. New construction will be necessary, as there is little if any unused space in the present structure.

SUMMARY: CAPITAL IMPROVEMENT REQUIREMENTS AND FUNDS

The capital requirements to provide the library structures equipment and materials needed to meet the projected increases in usage by 1980 have been detailed in the previous section and summarized in Table 10.1.

The requirements may now be compared with the funds presently available for fixed capital investment as set forth in Table 9.1. This is done for each system in Table 10.2.

It is apparent that needs for additional capital funds exist in the Columbus, Westerville, and Worthington systems. The Westerville need can probably be met from current accumulations, but the Columbus and Worthington capital needs are large and serious. The Worthington requirement could be met in a future year by allocating to it the undistributed surplus in the County intangible tax revenues for that year. Such surpluses, resulting from conserva-

Table 10.2

FRANKLIN COUNTY PUBLIC LIBRARIES: Capital Improvements for New Space Required to 1980, and Funds Available for Fixed Capital Investment December 31, 1970, by Library System

Library System	CAPITAL IMPROVEMENT REQUIREMENTS FOR NEW SPACE TO 1980 (1)	CAPITAL FUNDS AVAILABLE DECEMBER 31, 1970 (2)
Columbus	$2,755,500	$ 915,000[1]
Bexley	None	15,000
Grandview Heights	150,000 (?)	320,000
Grove City	160,500	200,000
Upper Arlington	290,000	400,000
Westerville	66,000	47,000
Worthington	227,000	15,000

[1]Balance at beginning of year, plus interim interest earnings, all of which has been appropriated for new branch construction, equipment and materials, and other items included in Column 1.

Source: Table 9.1 and 10.1.

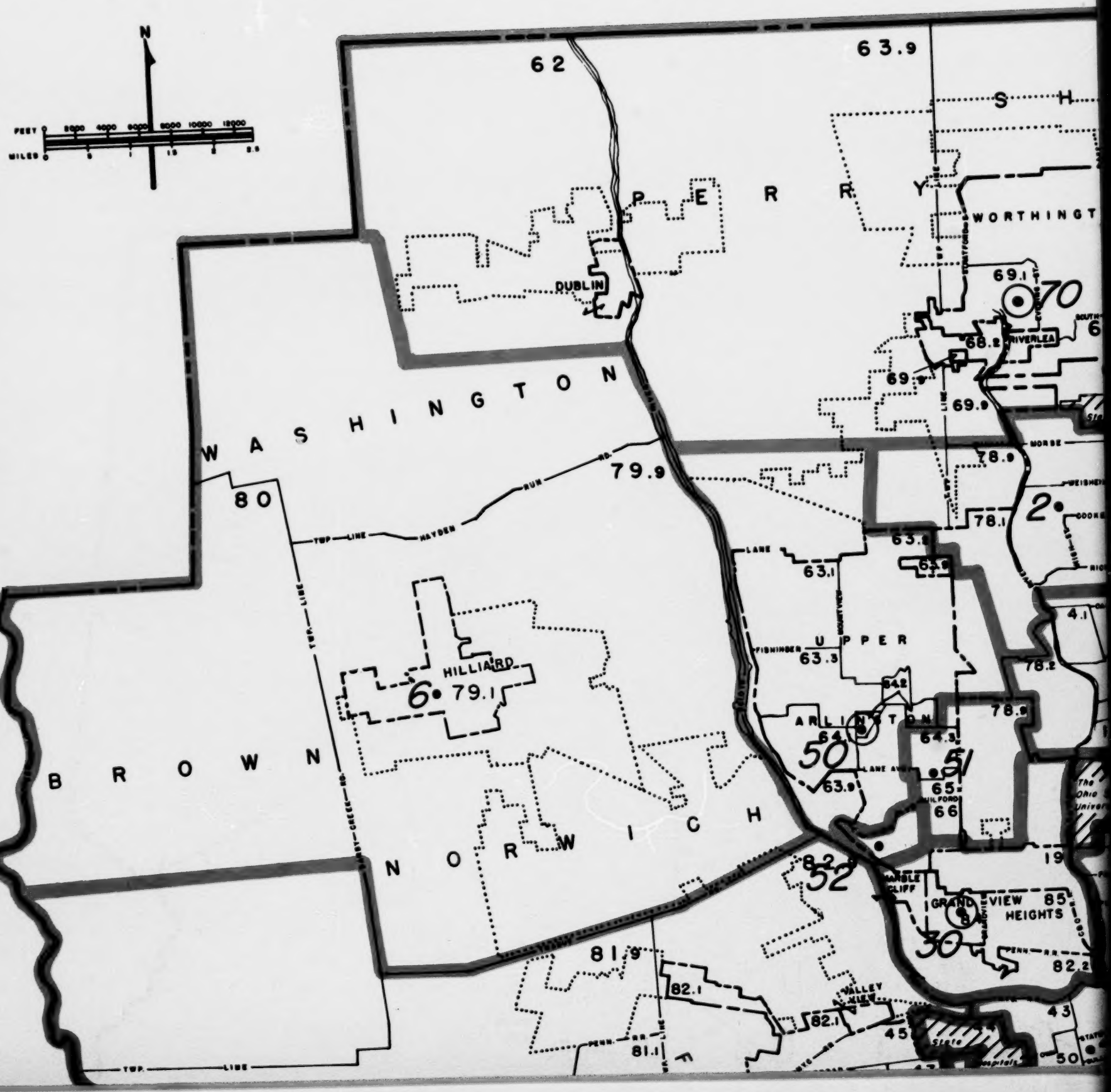
tive estimates of the prospective yield of this tax, usually amount to around $300,000, and one year's total would cover the Worthington requirement.

For the Columbus Public Library the problem is of a different magnitude. Some additional allocations from the intangibles tax and surpluses will help.

It is recommended that the public library systems of the County develop an agreed-upon long range plan for the allocation of intangible tax surpluses for capital improvement, and make annual recommendations to the County Budget Commission in conformance with this plan. It is likely, however, that other sources will have to be found for a substantial portion of the nearly $2 million capital funds that will be needed by the Columbus Public Library in the 1970's.

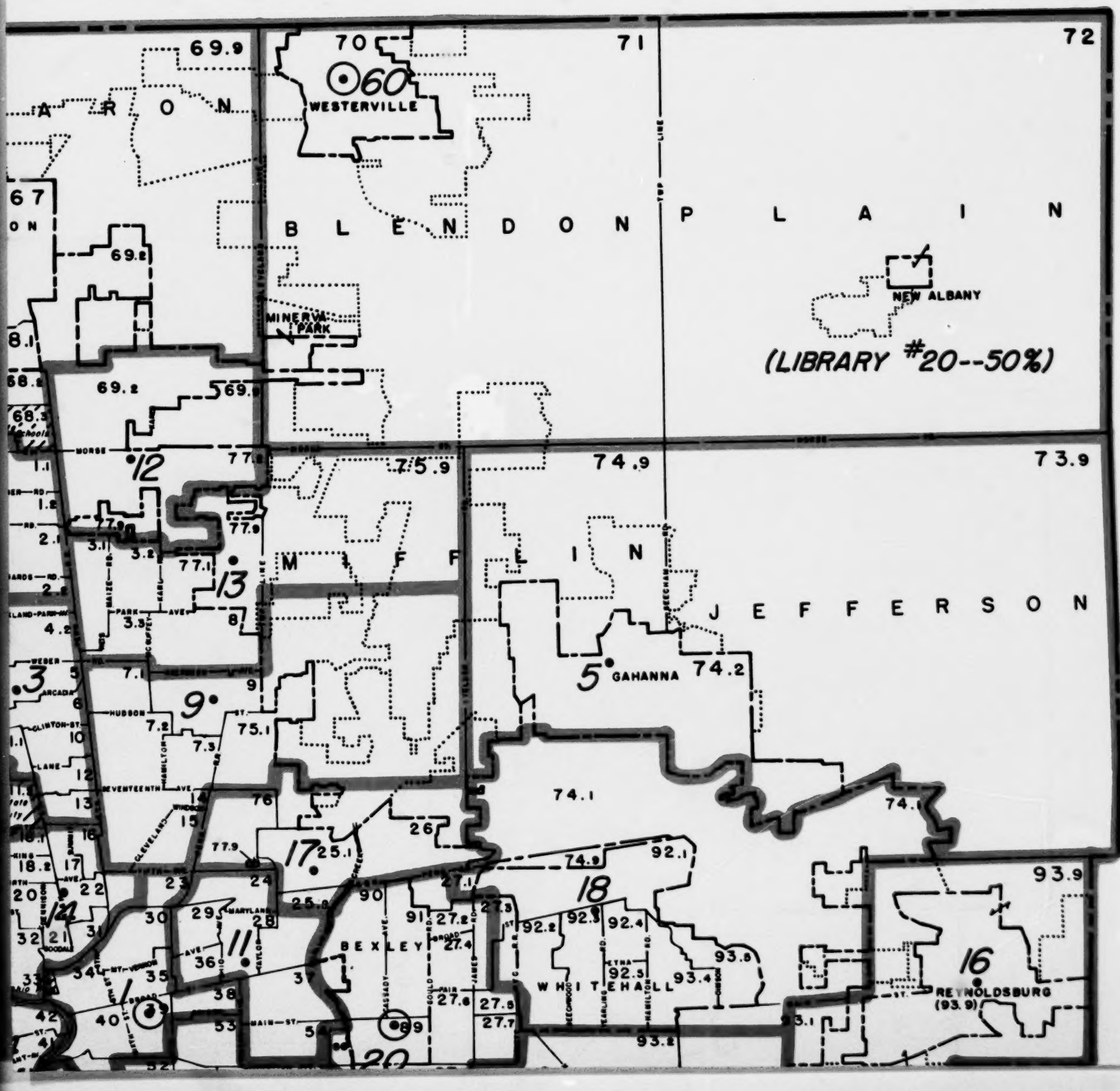
MAP

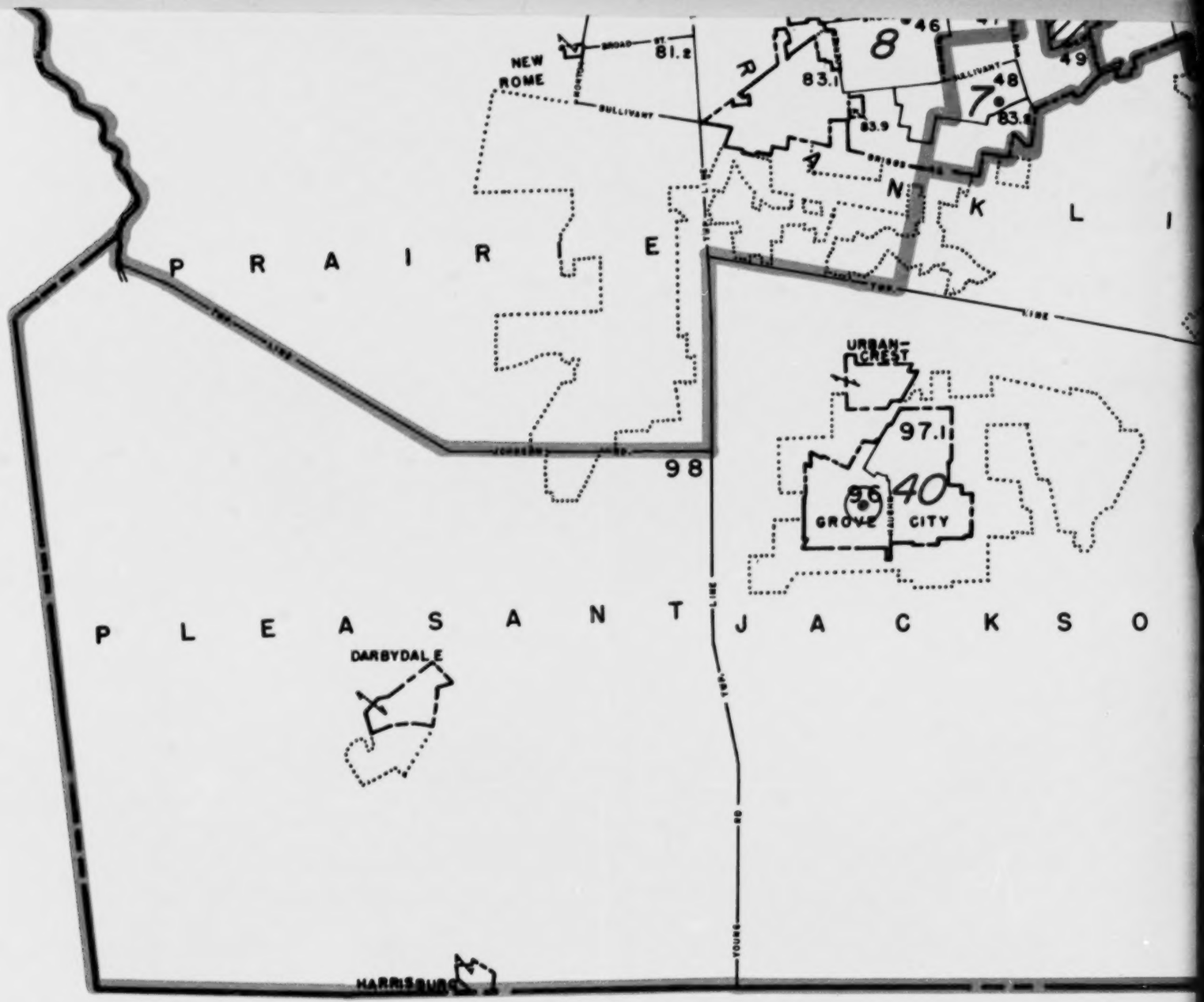
PRIMARY SERVICE AREAS OF FRAN
WITH CENSUS TRACT C



P 1

NKLIN COUNTY PUBLIC LIBRARIES,
OMPONENTS, 1969





..... 1969 MUNICIPAL BOUNDARY EXTENSIONS

62.9 CENSUS TRACT NUMBER

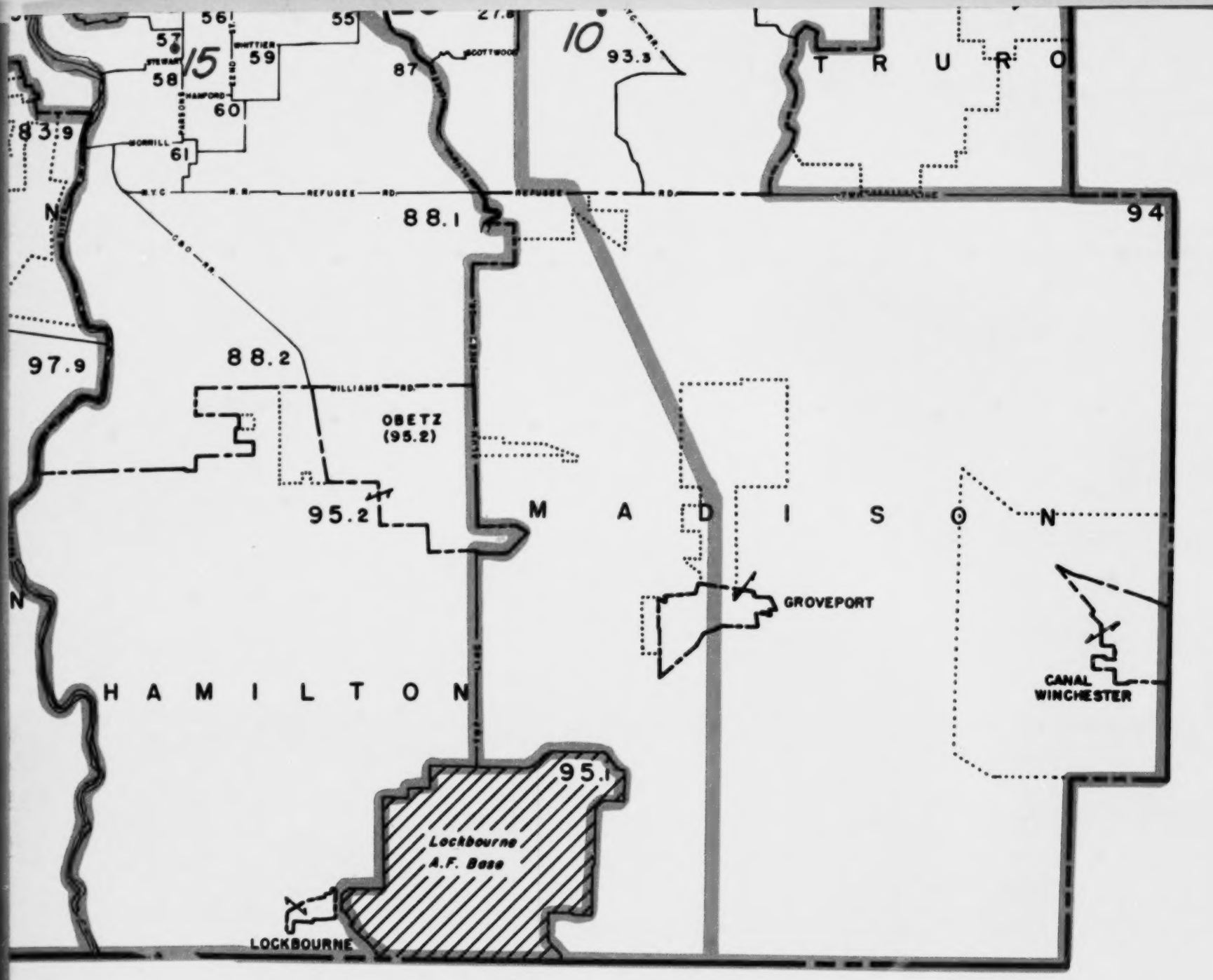
LIBRARY PRIMARY SERVICE AREAS, 1969

⊙ MAIN LIBRARY

• BRANCH LIBRARY

12 LIBRARY CODE NUMBER

Source: O.S.U., In Library Survey of Uses Public Libraries, Fall, 1969; Tab



CENSUS TRACTS

COLUMBUS & FRANKLIN COUNTY, OHIO

APRIL 1, 1960

PREPARED BY: THE BUREAU OF BUSINESS RESEARCH
THE OHIO STATE UNIVERSITY

PUBLISHED IN COOPERATION WITH THE COLUMBUS AREA CHAMBER OF COMMERCE

of Franklin County

e 4.1

APPENDIX A

APPENDIX TABLES

Appendix Table A 4.0

In-Library Survey: Preliminary--NUMBER OF QUESTIONNAIRES ASSIGNED
COMPLETED QUESTIONNAIRES, AND PER CENT RETURN, WEEK OF OCTOBER 4-10, 1969

LIBRARY	QUESTIONNAIRES ASSIGNED	NUMBER OF COMPLETED FORMS			PER CENT RETURN
	Total	Adults	Children[1]	Total	Total
Columbus Libraries	No.	No.	No.	No.	%
Columbus Public	1, 175	610	22	632	54
Beechwold Branch	790	317	139	456	58
Clintonville Branch	685	377	107	484	71
Franklinton Branch	170	65	64	129	76
Gahanna Branch	270	84	37	121	45
Hilliard Branch	630	259	131	390	62
Hilltonia Branch	200	95	72	167	84
Hilltop Branch	900	444	76	520	58
Linden Branch	340	184	113	297	85
Livingston Branch	480	306	106	412	86
Martin Luther King Branch	225	148	50	198	88
Morse Road Branch	900	440	112	552	61
Northern Lights Branch	410	198	186	384	94
Northside Branch	310	199	43	242	78
Parsons Branch	300	120	107	227	76
Reynoldsburg Branch	520	225	65	290	56
Shepard Branch	300	153	94	247	82
Whitehall Branch	850	417	155	572	67
Totals, Columbus	9, 455	4, 641	1, 679	6, 320	67
Suburban Libraries					
Bexley Public Library	1, 250	883	98	981	78
Grandview (Upper)	660	349	92	441	67
Grandview (Lower)	330	86	20	106	32
Grove City Public Library	390	162	73	235	60
Upper Arlington Tremont	730	470	107	577	79
Upper Arlington Lane	290	191	38	229	79
Upper Arlington Miller Park	200	60	45	105	53
Westerville	650	392	242	634	97
Worthington	1, 200	682	186	868	72
Totals, Suburban	5, 700	3, 275	901	4, 176	73
COUNTY TOTALS	15, 155	7, 916	2, 580	10, 496	69

[1]

Appendix Table A. 4.1

ADULTS: CHARACTERISTICS OF SAMPLE OF RESPONDENTS IN IN-LIBRARY SURVEY, BY LIBRARY

	Number in Sample[1]	Sex	Age						Years of School Attended					Family Income			Race
		Male (1)	13 (1)	14-18 (2)	19-29 (3)	30-39 (4)	40-59 (5)	60 & over (6)	Less than 8 (1)	8-11 (2)	12 (3)	12-15 (4)	16 or over (5)	Under $5,000 (1)	$5,000-$10,000 (2)	Over $10,000 (3)	White
		Per Cent of Total															
Columbus-Main	610	58.9	0.5	14.7	38.5	14.9	23.6	4.5	0.9	11.0	20.0	30.4	34.5	12.9	40.7	42.6	82.8
Beechwold	310	33.3	2.6	15.7	19.9	18.3	32.4	11.1	2.0	15.3	18.6	29.1	35.0	7.4	33.0	59.6	99.7
Clintonville	364	33.6	6.2	16.0	27.0	17.0	20.4	12.5	2.4	19.9	20.6	25.8	30.7	13.2	43.8	42.4	96.2
Franklinton	73	33.8	6.1	45.4	21.2	3.1	12.1	12.1	3.0	50.7	31.4	8.9	6.0	26.8	66.1	7.1	92.4
Gahanna	83	25.3	8.4	37.4	15.7	20.4	12.1	2.4	4.8	37.4	26.5	12.0	15.7	5.2	40.8	48.7	95.1
Hilliard	259	34.2	1.7	45.6	13.0	19.0	18.2	2.5	3.4	39.3	24.8	15.8	16.7	6.8	43.2	50.0	97.4
Hilltonia	92	22.2	18.8	37.5	13.7	11.3	13.7	5.0	9.9	42.0	19.7	19.8	8.6	9.8	59.1	31.1	85.2
Hilltop	449	29.9	8.0	34.8	19.6	16.3	16.8	4.5	4.3	32.6	26.2	23.7	13.2	4.2	57.2	38.3	94.5
Linden	184	40.1	8.9	38.7	15.5	14.3	16.1	6.5	5.4	35.0	31.3	19.9	7.8	16.9	58.5	24.6	82.5
Livingston	301	30.3	4.8	25.5	24.2	28.3	15.5	1.7	1.7	25.1	30.9	24.4	17.9	3.8	40.4	55.8	98.6
Martin Luther King	141	42.3	1.5	46.2	20.0	13.1	15.4	3.8	3.2	37.1	22.6	25.8	11.3	25.9	50.0	23.2	6.5
Morse Road	437	35.2	6.9	21.5	25.7	24.6	19.4	1.9	3.6	22.3	20.4	23.8	29.7	3.3	40.0	55.1	98.1
Northern Lights	198	25.8	10.1	42.8	14.8	14.8	13.8	3.2	6.9	46.0	25.9	11.7	9.5	5.1	63.3	31.0	95.7
Northside	195	31.2	10.6	32.1	36.0	76.8	16.6	14.3	6.3	36.0	26.8	16.6	14.3	42.9	44.2	12.9	86.3
Parsons	118	28.5	10.9	30.9	16.4	17.3	20.9	2.7	4.6	32.7	31.8	22.7	7.3	12.6	61.1	22.1	88.3
Reynoldsburg	221	39.3	15.3	35.7	13.4	15.8	16.8	2.5	10.0	38.3	20.9	15.4	15.4	5.7	35.9	54.9	98.5
Shepard	152	29.3	9.8	30.8	15.0	18.8	23.3	2.3	3.8	35.6	23.5	21.9	14.4	10.5	43.4	40.9	23.0
Whitehall	405	38.9	5.3	34.9	19.9	15.9	17.7	5.8	3.1	35.4	23.2	21.6	16.1	9.7	41.9	46.6	96.5
Bexley	873	38.6	4.6	30.2	27.4	12.1	19.5	6.1	2.4	24.5	16.5	25.6	30.8	4.5	31.2	62.7	96.5
Grandview Hts.-Up.	372	40.3	10.0	21.3	21.1	16.3	21.3	10.0	4.0	21.5	12.3	25.8	36.1	5.5	35.9	57.7	98.0
Grandview Hts.-Lw.	86	45.7	3.7	9.9	45.7	18.5	19.7	2.5	2.5	8.6	9.9	12.3	66.7	1.3	42.3	56.4	97.5
Grove City	163	32.2	10.6	27.1	18.6	23.2	19.2	1.3	3.9	31.6	27.0	19.7	17.8	2.4	46.0	51.2	98.7
Upper Arlington-Main	465	31.3	7.7	25.0	13.0	25.5	24.1	4.7	2.9	26.4	11.7	19.3	39.7	3.3	17.0	78.5	98.7
Upper Arlington-Lane	188	30.9	7.8	20.7	19.0	19.0	23.4	10.1	2.8	23.6	10.1	29.2	34.3	3.9	26.5	68.4	98.9
Upper Arlington-Mlr.	59	19.3	19.0	20.7	8.6	18.9	20.7	12.1	10.2	23.7	10.2	10.1	45.8	8.5	19.2	72.3	100.0
Westerville	376	26.4	12.6	30.0	16.8	20.6	16.9	3.0	6.3	33.4	18.7	18.6	23.0	4.9	35.1	59.7	97.8
Worthington	655	33.6	9.5	32.4	11.7	21.1	21.9	3.2	4.1	30.7	14.4	20.5	30.1	3.6	24.7	71.5	96.0
TOTAL: All libraries	7,849	35.9	7.1	28.3	21.2	17.7	19.9	5.4	3.7	27.6	20.1	22.5	25.6	7.8	38.5	52.4	92.3

[1]Total sample. Total number responding to a specific question is variable and usually slightly less.

Source: O.S.U. In-Library Survey of Franklin County Public Libraries, Fall, 1969.

Appendix Table 4.2

CHILDREN:[1] CHARACTERISTICS OF SAMPLE OF RESPONDENTS IN IN-LIBRARY SURVEY, BY LIBRARY

Library	Number in Sample	Sex	Family Income			Race
		Male (1)	Under $5,000 (1)	$5,000-$10,000 (2)	Over $10,000 (3)	White (1)
		Per Cent of Total				
Columbus-Main	26	20.0	28.6	35.7	35.7	79.2
Beechwold	152	41.7	20.6	29.4	50.0	99.3
Clintonville	93	34.1	16.7	58.3	25.0	98.9
Franklinton	64	34.4	40.7	5.0	6.2	90.3
Gahanna	35	28.6	4.0	20.0	72.0	97.1
Hilliard	130	41.1	32.1	37.7	28.3	98.4
Hilltonia	72	39.4	18.2	72.7	9.1	94.3
Hilltop	76	39.5	4.0	56.0	40.0	92.1
Linden	113	36.4	47.5	47.5	5.0	68.6
Livingston	106	44.7	10.7	53.6	35.7	98.1
Martin Luther King	46	28.9	25.0	62.5	12.5	0.0
Morse Road	111	34.0	1.7	34.5	63.8	100.0
Northern Lights	96	19.8	17.6	58.9	23.5	97.9
Northside	43	65.1	52.9	41.2	5.9	80.0
Parsons	107	28.2	42.9	45.7	11.4	84.5
Reynoldsburg	65	32.8	21.7	47.9	30.4	100.0
Shepard	89	34.1	4.2	37.5	58.3	10.0
Whitehall	154	35.4	22.6	42.7	32.0	98.6
Bexley	98	29.0	7.1	32.2	57.1	94.7
Grandview Hts.-Upper	93	36.7	20.0	36.7	43.3	97.8
Grandview Hts.-Lower	18	44.4	0.0	35.3	64.7	94.4
Grove City	72	36.6	22.9	31.4	45.7	98.5
Upper Arlington-Main	108	33.0	3.2	3.3	93.5	98.1
Upper Arlington-Lane	38	33.0	26.7	53.3	20.0	100.0
Upper Arlington-Miller	45	31.1	7.7	7.7	84.6	95.6
Westerville	240	38.2	14.7	45.3	38.9	99.1
Worthington	194	37.6	8.9	35.4	55.7	95.8
TOTAL: All libraries	2,484	35.9	18.8	40.5	39.9	91.2

[1]Ages 10, 11, and 12.

Source: O.S.U. In-Library Survey of Users of Franklin County Public Libraries, Fall, 1969.

Appendix Table A. 4. 3

ADULTS: VISITS RECEIVED AS A "SECOND" LIBRARY, BY "SECOND" LIBRARY'S PRIMARY-SERVICE-AREA-OR-ALL-OTHER-AREA-RESIDENCE OF VISITOR BY LIBRARY (SAMPLE DATA)

Library	TOTAL				PRIMARY SERVICE AREA			ALL OTHER AREAS
	Number of Persons		Aggregate Number of Visits Per Year	Average Number of Visits Per Year Per Person	VISITS PER YEAR			
	Total	Net			Aggregate Number	Per Cent of Total	Average Number Per Person	Aggregate Number of Visits Per Year
	No.				No.	%	No.	No.
Columbus-Main	998	968	9,510	9.82	107	1.1	10.70	9403
Beechwold	146	140	2,003	14.31	1,290	64.4	20.48	713
Clintonville	75	74	1,057	14.28	572	54.1	20.43	485
Franklinton	8	7	69	9.86	49	71.0	24.50	20
Gahanna	13	13	199	15.31	76	38.2	9.50	123
Hilliard	22	22	394	17.91	113	28.7	11.30	281
Hilltonia	45	43	485	11.28	312	64.3	14.18	173
Hilltop	41	41	636	15.51	279	43.9	11.63	357
Linden	59	55	705	12.82	376	53.3	15.67	329
Livingston	83	78	1,387	17.78	822	59.3	16.44	565
Martin Luther King	24	22	418	19.00	187	44.3	26.71	231
Morse Road	103	100	1,362	13.62	597	43.8	15.31	765
Northern Lights	115	102	1,542	15.12	767	52.9	27.04	775
Northside	7	5	162	32.40	119	73.4	59.50	43
Parsons	34	34	425	12.50	291	68.5	14.55	134
Reynoldsburg	36	34	500	14.70	352	70.4	17.36	148
Shepard	25	22	465	21.14	322	69.2	26.83	143
Whitehall	146	140	1,902	13.59	1,003	52.7	14.44	899
Bexley	233	224	3,356	14.98	1,774	52.9	15.56	1,582
Grandview Hts.-Upper	169	168	2,187	13.02	845	38.6	30.18	1,342
Grandview Hts.-Lower								
Grove City	26	25	426	17.04	229	53.8	14.31	197
Upper Arlington-Main	164	155	3,006	19.39	2,118	70.5	21.61	888
Upper Arlington-Lane	81	75	969	12.92	622	64.2	14.47	347
Upper Arlington-Miller	43	40	695	17.37	408	58.7	20.40	287
Westerville	34	32	464	14.50	290	62.5	16.11	174
Worthington	85	82	1,741	21.23	1,086	62.4	21.72	655
TOTAL	2815		36,055	12.81	14,996	46.6	16.57	21,059

Source: O.S.U. In-Library Survey of Users of Franklin County Public Libraries, Fall, 1969.

APPENDIX TABLE A4. 4

ADULTS: Number of Persons Visiting A "Second" Named Library, By Principal Library (Where Survey Questionnaire Was Answered)

PRINCIPAL LIBRARY	"ALSO VISITING IN OTHER LIBRARIES"			"SECOND" Library (Other library most visited)									
	Universe Total[1] (1)	Sample Total[2] (2)	Sampling Rate[3] (3)	01	02	03	04	05	06	07	08	09	10
01	1348	232	.172		30	71	6		6	6	65	17	24
02	863	130	.151	310		140						6	
03	881	139	.158	399	241							13	
04	61	59	.311	32	3					10			
05	185	39	.211	28								5	
06	290	67	.231	104	9	4					30		
07	169	19	.112	71			9				71		
08	694	151	.218	353					14	142			5
09	280	63	.225	116									
10	720	130	.181	188									
11	335	45	.134	261		7						15	
12	1225	215	.176	284	273	46						40	6
13	615	72	.117	145	9	17						151	
14	172	43	.250	100		32	4				4	4	
15	342	45	.132	273						8			
16	602	91	.151	172									53
17	239	68	.285	111		4						4	
18	735	145	.197	258				46					66
20	1624	390	.240	925		4	4	13				4	133
30	487	128	.263	160	4	11			8			4	4
31	296	49	.165	103	6				6		6	6	
40	242	42	.174	104			6			17	17		
50	1427	230	.161	219	43	6			19		6		6
51	701	91	.130	62	23				8			8	15
52	218	34	.156	6	6								
60	631	88	.139	215							7	22	
70	1015	-	-										
Total Visitors	15,382			4,999	647	342	29	59	61	183	206	297	312

APPENDIX TABLE A4. 4 (Concluded)

"SECOND" Library (Other library most visited)

11	12	13	14	15	16	17	18	20	30	31	40	50	51	52	60	70	99
47	76	18	6	122	6	12	105	93			17	41			17	52	518
	100	7				7		20	55	7	7	47			13	95	55
	38		13					19	38			32				6	82
				3		3											10
	5	23					95	19	5						5		
	4					4			22	26	4	22	13			26	22
																	18
5								18			23						133
4	18	120				4											18
				6	28		138	348									11
						30		7									15
		290				6		11	40		11				46	148	23
	231														35		27
		4				4		4									16
8											8						45
							66	238		7			7				60
35		8					4	42									31
	15			5	41			253									51
8	4			13	42	8	192		13			4			4		254
		4	4				8	11			8	92	23	57			88
								6			6	79	12	12			55
								6	17								75
									493				362	81		25	144
6	19						8		144			335		15	15		65
									83			103	19				
	65	22						14				7				50	230
113	575	496	23	149	117	78	613	1109	910	40	84	762	436	165	135	406	2,012

[1]Total Visitors x Per Cent Visiting "second" library (Table 5. 4, last column.)

[2]In-Library Survey.

[3]Column 2 - Column 1

Entries on rows are universe levels obtained by dividing sample numbers of visitors to each named "second" library--by the sampling rate.

Sums of the row totals differ slightly from sum of the column totals because of rounding.

Source: OSU In-Library Survey of Users of Franklin County Public Libraries, Fall, 1969.

APPENDIX TABLE A4. 5

ADULTS: Usage from Visits as a "Second" Library, by Principal Library (Universe Basis)

Principal Library	"Second" Library									
	01	02	03	04	05	06	07	08	09	10
01 Columbus-Main		315	1044	12		30	120	734	192	324
02 Beechwold	2728		1064							
03 Clintonville	3311	2410							65	
04 Franklinton	394	168					123			
05 Gahanna	252								50	
06 Hilliard	697	27						291		
07 Hilltonia	447			18				241		
08 Hilltop	2295					105	1335			
09 Linden	800									
10 Livingston	1504									
11 Martin Luther King	2480		84						150	
12 Morse Road	2016	2266	414						276	18
13 Northern Lights	1030	45	255						1232	
14 Northside	1470		317	32				8	80	
15 Parsons	2648						80			
16 Reynoldsburg	1462									392
17 Shepard	907		4						200	
18 Whitehall	2305				294					838
20 Bexley	8603		20	8	130				40	1756
30 Grandview Hts. -Upper	1056	80	102			100			24	244
31 Grandview Hts. -Lower	1246	120				12		60	180	
40 Grove City	896			36			46	95		
50 Upper Arlington-Main	1736	378	120			133		90		132
51 Upper Arlington-Lane	713	108				24				293
52 Upper Arlington-Miller	90									
60 Westerville	994							84	110	
70 Worthington										
TOTAL USAGE [1]	42,080	5,917	3,424	106	424	404	1,704	1,603	2,599	3,997

APPENDIX TABLE A4. 5 (Concluded)

"Second" Library																	
11	12	13	14	15	16	17	18	20	30	31	40	50	51	52	60	70	99
536	806	203	120	842	60	660	966	1,646			187	709			170	1248	8,392
	970	74				21		60	484	28	84	494			130	855	467
	312		85					139	277			576				180	1,468
				90		18											200
	25	184					979	405	260						30		
	8					28			97	143	4	246	455			502	275
																	216
5								108			248						2,195
	157	1272				16											513
				30	47		966	3,202									66
						354		49									758
		2726				30		77	456						718	2116	690
	2375														146		286
		100				20		36									858
80											16						1,755
							264	2,689		56			14				1,092
870		14					8	312									202
	99			10	209			2,921									357
20	40			95	386	160	2266		152			12			108		5,156
		40					76	118			449	1,610	373	767			2,710
								180			60	1,548	144	96			2,453
								60	425								174
									3339				2556	851		370	2,974
126	101						80		1299			4,698		248	173		1,668
									1843			783	239				
	800	125						210				42				285	3,611
1637	5693	4738	205	1067	702	1307	5605	12,212	8632	227	1048	10,718	3781	1962	1475	5556	38,536

Entries on rows are universe levels obtained by dividing sample numbers of visitors to each named "second" library--by the sampling rate.
Sums of the row totals may differ slightly from sum of the column totals because of rounding.

Source: OSU In - Library Survey of Users of Franklin County Public Libraries, Fall, 1969.

APPENDIX TABLE A4.6

CHILDREN: Number of Visitors at Each Library As a "Second" Library By Principal Library (Universe Basis)

Principal Library	Number of Visitors (Universe)	"Second" Library									
		01	02	03	04	05	06	07	08	09	10
		Number of Visitors									
01 Columbus-Main	133		10				10		10		
02 Beechwold	145	29		38							
03 Clintonville	68	11	37	2						5	
04 Franklinton	12	6									
05 Gahanna	75										
06 Hilliard	80	40									
07 Hilltonia	33								14		
08 Hilltop	88	16						16			
09 Linden	34	19									
10 Livingston	164	19									
11 Martin Luther King	85	19									
12 Morse Road	211	13	59							13	
13 Northern Lights	115	27						7		54	
14 Northside	21			7						7	
15 Parsons	81	56									
16 Reynoldsburg	131	30									10
17 Shepard	122	69								9	
18 Whitehall	91	42				4					
20 Bexley	180	36					6				48
30 Grandview Hts. -Upper	77	12									
31 Grandview Hts. -Lower	40	10									
40 Grove City	45	20					5				
50 Upper Arlington-Main	126	17									
51 Upper Arlington-Lane	166			8							
52 Upper Arlington-Miller	135										
60 Westerville	76	13	4			4					
70 Worthington	69	6	22	3							
Total Visitors	2603	510	132	56	0	8	21	23	24	88	58

APPENDIX TABLE A4. 6(Concluded)

	"Second" Library																
11	12	13	14	15	16	17	18	20	30	31	40	50	51	52	60	70	99
Number of Visitors																	
				21		10						31					41
	34											10				29	5
			5									5					5
											6						
		13					53	9									
									8	8		16					8
																	19
											16						40
	4	7															4
					6		38	76									25
						19											47
		55													33	20	7
20															7		
				7													
																	25
							20	61									10
35								9									
					11			30									4
						36	12								12		36
												30	6	12			11
			10										10	10			
																	20
									40				63	6			
									15			113		30			
									31			92	12				
12	9							9					4	•		4	17
10	6								3					3	13		3
35	76	98	22	28	17	65	123	194	97	8	22	297	95	61	65	53	321

Sum of row totals may not equal some of column totals because of rounding.

Source: OSU In- Library Survey of Users of Franklin County Public Libraries, Fall, 1969.

APPENDIX TABLE A4.7

CHILDREN: Usage of Each Library as a "Second" Library, By Principal Library (Universe Basis)

Principal Library	"Second" Library									
	01	02	03	04	05	06	07	08	09	10
01 Columbus-Main		10				20		100		
02 Beechwold	38	10	57							
03 Clintonville	17	48							10	
04 Franklinton	6									
05 Gahanna										
06 Hilliard	72									
07 Hilltonia								46		
08 Hilltop							16			
09 Linden	51									
10 Livingston	19									
11 Martin Luther King	76									
12 Morse Road	13	94							20	
13 Northern Lights	68						7		70	
14 Northside			210						7	
15 Parsons	73									
16 Reynoldsburg	30									
17 Shepard	172								45	
18 Whitehall	168				8					
20 Bexley	61									110
30 Grandview Hts. -Upper	12					42				
31 Grandview Hts. -Lower	30									
40 Grove City						5				
50 Upper Arlington-Main	17									
51 Upper Arlington-Lane			8							
52 Upper Arlington-Miller										
60 Westerville	13	4								
70 Worthington	6	26								
TOTAL USAGE [1]	942	182	275	0	8	53	67	146	152	110

APPENDIX TABLE A4.7 (Concluded)

"Second" Library																	
11	12	13	14	15	16	17	18	20	30	31	40	50	51	52	60	70	99
				21		10						134					41
	51											15				49	10
			20									5					5
											12						
		9					318	18									
									8	16		104					32
																	76
																	160
		8	53														4
					6		61	205									33
						19											282
		191													125	20	28
	26														1		
				7													
																	25
							40	214									10
175								9									4
					36			42									
						47	12								60		108
												66	70	18			36
			10										40	20			
																	80
									92				151	30			
									53			316		114			
									109			175	24				
	34	18					9						8			84	39
	10	9							3					3	26		3
175	121	235	83	28	42	76	431	497	265	16	12	815	293	185	212	153	978

[1] Number of user-visits

Source: OSU In-Library Survey of Users of Franklin County Public Libraries, Fall, 1969.

APPENDIX TABLE A6.1

STRATIFICATION OF FRANKLIN COUNTY CENSUS TRACTS BY RACE, INCOME AND EDUCATION, AND TRACTS RANDOMLY SELECTED IN SAMPLE, BY STRATA, FOR FIELD SURVEY OF LIBRARY NON-USERS

		TOTAL			SAMPLE		
Class	Census Tract Group[a]	Number of Census Tracts	1968 (Est.) Population	1968 (Est.) Dwelling Units	Number of Dwelling Units	Number of Tracts	Tract Numbers of Tracts Drawn in Sample and (Sample Size in Each Tract)
Urban[1]	U-1 (100% White):						
	111	25	148,282	44,835	179	6	3.2(I)(16), 3.2(II)(17), 27.4(24), 63.3(33), 68.1(33),
	112	13	83,095	26,044	104	3	84(24), 93.2(33) 2.2(35), 69.2 (1) (17),
	113[b]						69.2 (11) (18), 92.3 (35)
	122	14	71,398	22,852	91	3	45 (35), 77.9 (I), (18), 79.1 (II) (17), 82.1 (21)
	123[c]						
	132	3	24,957	7,577	30	1	58 (I) (15), 58 (II) (15)
	133	1	6,827	2,322	9	1	57 (9)
	U-2 (89-99% White):						
	211	6	22,652	7,544	30	1	91 (I) (15), 91 (II) (15)
	212	10	57,513	20,663	83	3	10 (28), 27.1 (28), 75.1 (27)
	213	4	17,286	7,596	31	1	18.1 (31)
	222	6	34,286	11,303		2	93.4 (20), 26 (25)
	223	3	8,723	3,400	14	1	18.2 (14)
	232	2	14,387	4,563	18	1	56 (18)
	233	6	28,403	9,768	39	2	41 (19), 52 (20)
	U-3 (11-99% Non-white)						
	312	1	5,530	1,801	7	1	25.2 (8)
	322	4	31,349	9,766	39	2	47 (28), 54 (26)
	323	3	19,716	6,890	28	2	37 (14), 38 (14)
	332	3	14,412	3,913	16	1	88.1 (16)
	333	19	89,858	29,508	118	4	15 (35), 29 (35), 24 (13), 31(17), 51(18)
Total Urban		123	678,674	220,354	881	35	
Exurban[2]	E-1 (100% White)						
	111	5	41,256	12,522	51	2	79.1 (25), 74.2 (26)
	112	3	23,301	7,365	11	1	62 (11)
	122	4	26,248	8,051	50	2	94 (25), 96 (25)
	132	2	9,952	3,052	12	1	98 (12)
	E-2 (95-99% White)						
	212	3	33,060	11,125	45	2	69.9 (29), 70 (25)
	222	4	21,900	6,604	26	1	83.9 (26)
	E-3 (19% Non-white)						
	332	1	7,056	2,018	8	1	97.9 (8)
Ex-Urban Total		22	162,769	50,737	203	10	
Franklin County Total		145[3]	841,443	271,091	1,084[4]	45	

[a] See footnote, next page.

[b] Tract 89 only, Classified with Group 213.

[c] Footnote on next page.

a. 3-digit group numbers:

Left-hand digit: Race	Center digit: Education (median years of school attended)	Right-hand digit: Income (median annual family income
1=100% white	1=more than 12	1=$7,000 or more
2=89-99% white	2=10-12	2=$4,500-$6,900
3=11-99% nonwhite	3=less than 10	3=less than $4,500

c. Tract 82.2 only. Classified with Group 223.

[1]Including contiguous suburban municipalities

[2]Outlying area including some municipalities or villages (Dublin, Hilliard, Grove City, Groveport, Reynoldsburg, Gahanna and Westerville) i. e. census tract numbers 71, 74.2, 79.1, 97.1, 62, 79.9, 94, 72, 75.9, 81.9, 96, 95.2, 98, 63.9, 69.9, 70, 93.9, 73.9, 74.9, 80, 83.9, 97.9.

[3]Excludes institutional tracts, numbers 33, 44, 68, 3, 11.2 and 95.1.

[4]Calculated from the formula for standard deviation of a proportion:

$$\sigma P = \sqrt{\frac{P(1-P)}{n}}, \quad \text{where:}$$

σP = std. dev. of a proportion
P = the stated proportion (of library users)
$1-P$ = the complement of the proportion (of library non-users)
n = the number in the sample

The correction for the sampling ratio "1-n/N" becomes trivial in populations of 100,000 or more.

Say, as reasonable relative error with respect to the 40% estimated proportion of library users is 2.5%, and the confidence limit is 10 per cent ($\pm$).

and $D = \sigma K$

or $.025 = \sigma 1.65$

where $K = 1.65$ the number of standard errors at $\pm$ 10% confidence limit

then, $\sigma = \frac{.025}{1.65}$

Equations the two expressions for T (eqns 1 + 2)

$$\frac{.025}{1.65} = \sqrt{\frac{P(1-P)}{n}}$$

or $n = P(1-P)\left(\frac{1.65}{.025}\right)^2 = P(1-P) \times 66^2 = P(1-P) \times 4356$

Choosing an arbitrary value say 40% for "P"
we have,
$n = .40 \times .60 \times 4356 = 1045$ dwelling units

Since the population consists of 271,091 dwelling units, the sampling ratio is

$f = \frac{1045}{271,091} = \frac{1}{259.4}$ Arbitrarily rounding $f = \frac{1}{250} = 0.004$ per cent; $n = 1,084$ dwelling units

Appendix Table A8.1

ESTIMATED POPULATION OF PRIMARY SERVICE AREAS OF FRANKLIN COUNTY PUBLIC LIBRARIES, 1968, AND PROJECTED, 1980

Library	POPULATION				RATIO 1980/1960	
	PRIMARY SERVICE AREA		ALL OTHER AREAS		PRIMARY SERVICE AREA	ALL OTHER AREAS
	1968	1980	1968	1980		
Columbus-Main	30,964	21,665	810,427	1,125,443	.700	1.389
Beechwold	27,360	41,758	814,031	1,105,350	1.526	1.358
Clintonville	46,682	48,620	794,709	1,098,488	1.042	1.382
Franklinton	26,303	24,954	814,998	1,122,154	.945	1.377
Gahanna	16,626	39,700	824,765	1,107,408	2.388	1.343
Hilliard	15,166	26,189	826,255	1,120,919	1.620	1,357
Hilltonia	18,612	19,467	822,779	1,127,461	1.047	1.370
Hilltop	59,262	88,630	782,129	1,058,478	1.496	1.353
Linden	41,056	48,708	800,335	1,098,400	1.186	1.372
Livingston	36,471	58,878	804,920	1,088,230	1.614	1.352
Martin Luther King	35,752	36,949	805,639	1,110,969	1.033	1.379
Morse Road	27,359	46,634	814,032	1,100,474	1.705	1.352
Northern Lights	33,572	35,148	807,819	1,111,960	1.047	1.376
Northside	42,845	46,400	798,546	1,100,708	1.083	1.378
Parsons	99,039	113,448	742,352	1,033,660	1.145	1.392
Reynoldsburg	14,735	29,626	826,656	1,117,482	2.011	1.352
Shepard	18,197	24,383	823,194	1,122,725	1.340	1.364
Whitehall	45,876	67,904	795,515	1,079,204	1.486	1.357
Bexley	48,362	58,210	793,029	1,088,898	1.204	1.373
Grandview Hts.-Upper / Grandview Hts.-Lower	23,429	24,531	817,962	1,122,577	1.047	1.372
Grove City	32,785	44,764	805,606	1,102,344	1.365	1.368
Upper Arlington-Main	31,708	50,972	809,683	1,096,136	1.608	1.354
Upper Arlington-Lane	10,193	11,731	831,198	1,135,377	1.152	1.366
Upper Arlington-Miller	1.928	1.987	839,463	1,145,121	1.031	1.364
Westerville	21.885	64,410	819,506	1,082,698	2.943	1.321
Worthington	35,134	71,442	806,257	1,075,666	2.033	1.334
Total: County	841,391	1,147,108	-	-	1.363	1.363

Source: 1968 - Estimates, by Census Tracts, by Columbus Area Chamber of Commerce.
1980 - Interpolations, by Census Tract, for 1980, from projections for 1975 and 1985 for "forecast zones" and "districts" by the Mid Ohio Regional Planning Commission.

POOR ORIGINAL COPY - BEST AVAILABLE AT TIME FILMED

APPENDIX B

EXHIBITS

Appendix B 1

The Ohio State University, College of Administrative Science
Study of Franklin County Public Libraries

(Library) — — 1.
(Day) —
(Period) —

SURVEY OF PUBLIC LIBRARY USERS

Will you please take the very few minutes required to fill out this short form? Your answers are anonymous since you are not asked to give your name, exact address, or other individual identification.

Please leave your completed form in the box at the exit. Thank you.

HOW TO MARK YOUR ANSWERS: Every question below can be answered either by writing a check mark (√) or your answer in the space provided:

Example: 2 1 00 block East Jules Verne Drive, Columbus, Ohio 43201

OR, by writing the **number** of the answer category chosen by or appropriate to you, to the right of each line:

Example: SEX: 1. Male 2. Female ——— → 1

---

1. HOME LOCATION:

— —00 block _____ 5.
(street number in hundreds) street city zip code

2. THIS LIBRARY:

Is this the public library (or branch) you usually visit? ..... (mark 1 for Yes, 2 for No) → —

Is this the public library nearest your home? ..... (mark 1 for Yes, 2 for No) → —

How often do you visit **this** library? ..... (times per year) → — —

Why do you come to **this** public library in preference to others you might visit?

The numbers (from the list below) of the **three most** important reasons are: ..... 1st reason → — —
2nd reason → — —
3rd reason → — —

01. My friends come here.
02. Nearest or easiest to get to from my home.
03. Nearest or easiest to get to from my place of work or school.
04. Good book and periodical collection.
05. Good reference collection.
06. Helpful library staff assistance.
07. Not too crowded or noisy.
08. Comfort and attractiveness of rooms.
09. Ample parking space.
10. Coming here a long time and I sort of feel at home here.
11. Open more convenient hours.
12. Other _____

3. OTHER PUBLIC LIBRARIES:

Do you also go to **other** public libraries? ..... (mark 1 for Yes, 2 for No) → —

If "yes," what other public library do you visit **most?** _____ 1
(name of public library (or branch)

How often do you visit **that** library? ..... (times per year) → — —

4. LIBRARIES IN GENERAL. Please mark 1, or 2, after **each** of the following statements about libraries, according to whether you: 1. - agree, or 2. - disagree.

As public libraries and branches (in Franklin County) are now located they are easy for people to get to. .... —

The library seems to be a place where, as far as **adults** are concerned, people go only when they have to study and concentrate. ..... → —

The way they are now, libraries are mostly for children rather than for adults. ..... → —

The library is a friendly place where anybody can go to relax and spend a pleasant hour or two. → —

Libraries are offering the kind of reading materials and other materials that people want. ..... → —

For adults, the libraries are mainly serving the well-educated and the fairly well-to-do. ..... → —

(continued on other side)

5. **SERVICES OF THIS LIBRARY:** A Frequency of Use; B—Opinion About Future Development:

For each of the library services listed below please check (√) **one only** of the three columns under A to indicate how frequently you use the service when you come to the library; and check (√) **one only** of the three columns under B to indicate what you think the library should do about each service in the future.

KIND OF SERVICE (OR FACILITY)	A—Frequency of Use: Never, or hardly ever	Moderately -about half of the time	Always or nearly always		B—Future Development In This Library: Reduce or eliminate (or avoid)	Keep about same	Enlarge or Improve	
Standard Services:								
Reference Books, pamphlets, indexes, etc.	___	___	___	29	___	___	___	56
Special assistance by reference librarian	___	___	___		___	___	___	
Card catalog	___	___	___		___	___	___	
Help from librarian about what to read	___	___	___		___	___	___	
Help from librarian about where to find it	___	___	___	33	___	___	___	60
Facilities for reading library books	___	___	___		___	___	___	
Facilities for reading current magazines	___	___	___		___	___	___	
Browsing — new books	___	___	___		___	___	___	
Browsing — book shelves	___	___	___	37	___	___	___	64
Inter-library loan	___	___	___		___	___	___	
Borrowing books, periodicals to take home	___	___	___		___	___	___	
Children's "story-hours" (bring children)	___	___	___		___	___	___	
Quiet place to "get away from it all"	___	___	___	41	___	___	___	68
Special exhibits, displays, etc.	___	___	___		___	___	___	
Newer Services:								
Borrowing films (film strips, etc.)	___	___	___	43	___	___	___	70
Showing films	___	___	___		___	___	___	
Borrowing phonograph records, tapes	___	___	___		___	___	___	
Borrowing art items	___	___	___		___	___	___	
Adult book discussion, other library program	___	___	___	47	___	___	___	74
Private study booths	___	___	___		___	___	___	75
Community or group meeting facilities	___	___	___		___	___	___	5
Paperback browsing racks	___	___	___		___	___	___	
Helpful materials for educationally deprived	___	___	___	51	___	___	___	
Microforms and microreaders	___	___	___		___	___	___	
Books in large type	___	___	___		___	___	___	
Copying service	___	___	___		___	___	___	
Other	___	___	___	55	___	___	___	11

6. **FUTURE LIBRARY USE:** In the years ahead do you think you will visit **this** Library more, or less, than you do now? NOW, I visit (as answered in Question 2) ..... (times per year) → ___

IN THE FUTURE, a) assuming that library services **are changed** in much the same ways just checked in 5B, I will likely visit ..... (times per year) → ___

b) assuming that library services **continue about the same** as they are, I will likely visit ..... (times per year) → ___ 14,15

7. **CLASSIFICATION INFORMATION** (for purposes of statistical analysis)

SEX: 1. Male 2. Female ..... → ___ 71

AGE GROUP: 1. 13 or under 2. 14-18 3. 19-29 4. 30-39 5. 40-59 6. 60 and over ... → ___

YEARS OF SCHOOL ATTENDED. 1. less than 8 2. 8-11
3. 12 (high school grad.) 4. 12-15 5. 16 or over ..... → ___

FAMILY INCOME GROUP: 1. Under $5,000 2. $5,000-$10,000 3. Over $10,000 ..... → ___

RACE: 1. White 2. Non-white ..... → ___ 75

Appendix B 2

Children, Grades 4,5,6

The Ohio State University, College of Administrative Science
Study of Franklin County Public Libraries

(Library) — — 1,2
(Day) —
(Period) —

SURVEY OF PUBLIC LIBRARY USERS

Please answer all the questions below. Don't sign your name—your answers will be secret.

When finished, give your form back to the lady at the entrance. She will help you, too, if you need it.

HOW TO MARK YOUR ANSWERS: Every question below can be answered either by writing your answer in the space provided:

Example: 1. HOME ADDRESS: Where do you live?

2 1 00 block East Jules Verne Drive, Columbus, Ohio 43201

OR, by writing the number of your answer to the right of each line:

Example: SEX: 1. Male 2. Female → 1

---

1. HOME ADDRESS: Where do you live?

5-

__ __00 block _____
(street number in hundreds) street city zip code

2. THIS LIBRARY:

Is this the public library (or branch) you usually visit? (mark 1 for Yes, 2 for No) → —

Is this the public library nearest your home? (mark 1 for Yes, 2 for No) → —

How often do you visit this library? (times per month) → — —

Why do you come to this public library in preference to others you might visit?

The numbers (from the list below) of the three most important reasons are:
1st reason → — —
2nd reason → — —
3rd reason → — —

01. My friends come here.
02. Nearest or easiest to get to from my home.
03. Nearest or easiest to get to from my place of work or school.
04. Good book and periodical collection.
05. Good reference collection.
06. Helpful library staff assistance.
07. Not too crowded or noisy.
08. Comfort and attractiveness of rooms.
09. Ample parking space.
10. Coming here a long time and I sort of feel at home here.
11. Open more convenient hours.
12. Other _____

3. OTHER PUBLIC LIBRARIES:

Do you also go to other public libraries? (mark 1 for Yes, 2 for No) → —

If "yes," what other public library do you visit most? _____ 19
(name of public library (or branch)

How often do you visit that library? (times per month) → — —

4. CLASSIFICATION INFORMATION (for purposes of statistical analysis)

SEX: 1. Male 2. Female → —

FAMILY INCOME GROUP: 1. Under $5,000 2. $5,000-$10,000 3. Over $10,000 → —

RACE: 1. White 2. Non-white → —

THE OHIO STATE UNIVERSITY
Study of Franklin County Public Libraries

Appendix B 3

I (h c)___
II (user)___
III (n u)___

FIELD SURVEY OF LIBRARY NON-USERS -- INTERVIEWER'S GUIDE AND REPORT

1. Where is this young man?
   1. library 2. dk (9) ___
2. What room?
   1. adult reading room
   2. dk (Skip to #12) ___

3. Why is he in the library?
   1. recreation 3. both
   2. work 4. no reason ___
4. Does he enjoy going to the library?
   1. yes 2. no 3. don't know ___
   (Take back picture)

5a. Is there a library nearby?
   1. yes (name) 2. dk (8) ___
5b. Do you use library services?
   1. yes 2. no* ___
   (*Skip to #6)
5c. When was the last time?
   1. more than year ago* 2. less than year ___
   (*Skip to #6)

5d. How often? (times per year) (8,9,10) ___ ___ ___
5e. Why do you go to library?
   1. borrow books (0. not mentioned) ___
   1. borrow records, film, etc. ___
   1. use reference room ___
   1. use meeting room ___
   1. read (15) ___
   1. study ___
   other_____ ___
   (Skip to #12)

6. What kind of reading do you do?
6a. Do you read the newspapers?
   0. none 1. limited 2. moderate 3. extensive ___
6b. How many magazines do you regularly read?
   (19,20) ___ ___
6c. How many books do you read in a year?
   total ___ ___
   paper backs ___ ___
   hard cover (25,26) ___ ___
7. What is main purpose in your reading?
   1. work-related 3. cultural
   2. recreation 4. current events ___
8. Is your reading primarily--
   0. none 2. non-fiction (true books)?
   1. fiction (stories)? 3. both? ___
9. Why don't you use the public library?
   A. Personal Factors:
   1. don't enjoy reading (0. not mentioned) (29) ___
   1. don't have time ___
   1. too much trouble to go ___
   1. library is for children ___
   1. buy, and read at home ___
   1. T. V. watching ___
   other _____ (35) ___

(If answer to a question is refused, enter X in each space pertaining)

8/18/69

B. Library Factors:
   1. not conveniently located (0. not mentioned) (36) ___
   1. fines; 2. fees (membership, etc.); 3. unpaid fines ___
   1. doesn't have materials I want ___
   1. inadequate parking ___
   1. inconvenient hours ___
   1. library personnel ___
   other_____ (42) ___
10. Statements (1-agree; 2-disagree)
   a. ___
   b. ___
   c. ___
   d. ___
   e. ___
   f. (48) ___
11a. What services and facilities might cause you to use the library. (0. not mentioned; 1. volunteered response; 2. prompted response)
   Open more hourse per week. ___
   What hours?
   More books of the kind that I can use. ___
   Branches more conveniently located. ___
   More specialized materials (records, etc.) ___
   More parking space. ___
   Small libraries specializing in paperbacks and popular materials ___
   Meeting facilities in the library building ___
   Other_____ (54) ___
11b. If major changes were made, how often would you go?
   (times per year) number ___ ___

12a. Are there children (13 or under) in your family who use the library? number ___ ___
12b. Childrens' visits per year (average per child) ___ ___ ___
13. Comments, suggestions or criticisms about the library.
   _____
   _____
14. Address: _____
   number street
   Census Tract (63,65,66) ___ ___ ___
15. Sex: (1-male; 2-female) ___
16. Approximate Age:
   1. 19-29 3. 40-59
   2. 30-39 4. 60 or over ___
17. Approximate years of school attended:
   1. less than 8 4. 12-15
   2. 8-11 5. 16 and over
   3. 12 (high school grad.) 6. student ___
18. Occupation (household head)?
19. Family income:
   1. Under $5,000
   2. $5,000-$10,000
   3. $10,000 or over (70) ___

Case Number ___ ___ ___ ___
(71, 72, 73, 74)

APPENDIX C

FUTURE LIBRARY TECHNOLOGY

THE IMPACT OF TECHNOLOGY UPON PUBLIC LIBRARY SERVICE IN FRANKLIN COUNTY OHIO

By F. William Summers
Librarian (On Leave) Florida State Library
Professional Consultant on Library Operations
to the Franklin County Library Study

PURPOSE

This paper will serve as a background for assessing the implications for library services and facilities in Franklin County of the projections of future needs of library users. The basic foundation for the prediction of those needs is derived from the population and user projections developed in the Franklin County Library study.

To estimate technological impact upon libraries requires dealing with two broad variables -- first, the rate at which technological developments of significance to libraries will occur and second, the rate at which libraries will accept and utilize the technological improvements available to them. In the current instance, we are concerned with the rate at which a particular group of libraries, i.e., those in Franklin County, Ohio, will adopt available technological improvements.

Discussion of the first variable will be based in large part upon the ideas and opinions of librarians and information scientists who have addressed the problem.

Discussion of the second area must of necessity be more subjective and is based almost entirely upon the writer's observations of the degree to which libraries in Franklin County have utilized presently available technology and the attitudes expressed in interviews with library directors.

TECHNOLOGIES OF RESOURCES

Multiple Information Storage Media

The most significant development of the post World War II era has been the movement from sole reliance upon print media toward the development of the broad field of educational technology which ranges from the simplest of flat two dimensional pictures to the most sophisticated of computer-aided learning programs.

Thus far, the main impact of educational technology has been upon public education at the elementary and secondary level; it has affected community colleges to a lesser degree and the four year academic institutions to an even lesser degree.

The public library has been affected by these changes indirectly as it always is through changes in the educational system.

Public libraries have not ignored visual media and the libraries of Franklin County have for some time made available films, records and filmstrips though only one library loans all three.

Public libraries can anticipate future needs to make available for use a wide variety of nonprint materials--the heavy cost and wide variety of these materials will require that libraries act in concert under a cooperative plan to select, acquire, organize and interpret these materials. No one library, even the largest will be able to provide all of the materials in all of the formats which will be available and for which there will be demand.

Micro-Publishing Forms

This relatively new field is also changing and developing rapidly and many of the changes have serious implications for public libraries.

Most libraries have long used roll microfilm as a means of economically storing back-files of periodicals and newspapers. Some libraries, including two in Franklin County, utilize reader-printers to provide readers copies of microfilmed materials.

In recent years the development of microfiche (sheet microfilm) and microprint (printed material greatly reduced photographically) has provided an opportunity for a great deal of retrospective publishing of important and long out-of-print books and documents.

Several important series of government publications are now initially published in microfilms and are not available except at a long delay in traditional formats. As an example, the publications of the Educational Research Information Centers (ERIC) is in microfiche.

The cost and diversity of much of this material is such that only the largest libraries or smaller libraries acting in concert can afford comprehensive collections.

As a beginning it is recommended that all of the libraries in Franklin County acquire microfilm reader printers. An inventory of all micro forms and micro form equipment now owned by the libraries should be developed.

After this is done, the libraries should jointly develop a program of micro form acquisition to provide needed materials.

The plan should provide for parallel development in the libraries of the necessary reading equipment and for prompt exchange of needed materials. Chiefly, the plan should aim for coordinated development of resources and elimination of unnecessary and unintentional duplication.

Copying

All of the libraries provide some degree of photo-copying service to users. The most common form is the self-service coin-operated machine.

Barring the enactment of copyright law restrictions on library photo-copying, this activity can be expected to increase. At the present time, the costs averaging about $0.10 per page acts as a regulator of copying. Future costs will be significantly lower and the libraries will need to develop common policies on the nature and amounts of in-library photocopying for users.

Bibliographic Control of Resources

There is a growing realization among librarians and information scientists that bibliographic control of materials is equal in importance to acquisition.

The much publicized information explosion shows little sign of abating in the near future and the bibliographic organization and description of library materials is perhaps the most challenging problem libraries will face in the future.

The concept of unified bibliographic control has made limited headway in public libraries but is gaining acceptance at an accelerating rate.

In Franklin County, the libraries have not acted jointly to exercise bibliographic control over all of the material in the county. Each library prepares its own collections without reference to other libraries with the exception of Worthington. This holds true for the simplest as well as the most sophisticated materials.

This policy has two consequences, the most often cited is the presumed high cost of each library preparing its own records as compared to the lower cost which could be obtained by economies of size if this work were done centrally.

(This will be discussed later.)

The other and perhaps more serious implication is that each library defines the limits of its own collection almost without reference to the other libraries. Each library, therefore, exercises a warehousing function in regard to older and lesser used portions of the collection.

Even the most casual examination of the collections indicates that the libraries need to develop a central warehousing function. This should be a joint facility to serve all libraries by retaining in economical storage materials which are infrequently needed in any one library. Such a facility would free space in libraries which is badly needed for proper housing of basic frequently used books.

As an interim measure, one of the libraries, such as Bexley or Columbus Public with storage space to spare could undertake this function to serve the other libraries but in the long run, the service can best be provided through the State Library on a state wide or regional basis.

Regardless of what may be done about centralized technical services, a need exists now and will grow more acute as the user population expands for union lists in special fields. Among these are:

a. Periodicals. Periodicals are the most important material in a number of scientific, technical and business fields. In examining the libraries and talking with librarians, it was apparent that most of the libraries have not been able to develop either long or substantial periodical holdings. As a remedy to this problem, it is suggested that the libraries develop a union - list of periodicals. The records should be maintained in machine readable format to permit easy up-

dating.

Once this is developed, the libraries should jointly develop policies relating to acquisition and retention of periodicals.

The aim of these policies should be to improve the coverage of current periodicals and develop the needed backfiles as quickly as possible.

These policies should also be related to earlier recommendations on microforms.

b. Audio-Visual Materials. The libraries of the county now own relatively large amounts of audio-visual materials. A first step in the development of the nonprint resources would be the preparation of a union-list of these resources. This list also should be maintained in machine readable format for up-dating.

Once the union-list is available, the entire resources of the county should be examined to determine the areas of duplication and additional need.

TECHNOLOGIES OF COMMUNICATIONS AND OPERATIONS

This section of the report will discuss opportunities for improved communications and operations of libraries.

The Role of the Computer

The utilization of computers in library operations is only about 10 years old and most of that work has been experimental or very routine. The next decade will be the period of adapting library functions to the potentialities of computer operations. This development will reach full maturity about the end of the 20th Century when the storage and retrieval of full-text and parts of text will be possible on a widespread operational basis. Well prior to that time, computers will have assumed

major roles in all but the smallest of libraries.

It is quite reasonable to assume that between 1980 and 1990, the present card catalogs will be replaced by a computer stored catalog which users will consult through flexible consoles which will permit viewing, querying, and copying from the catalog.

For libraries, the primary change will be that the catalog will no longer be physically located in the library, but will be stored in the computer. It will also mean that one library can have access to all of the entries for any other library using the same computer.

Well before computerized catalogs, on-line circulation systems will have developed so that the user can learn not only which libraries own a book, but whether or not it is in and if not, he can initiate a reserve for it. It should be stressed that this is not "blue sky" forecasting and that systems with this capability now exist and are in at least limited use.

It is generally agreed that library automation will occur on an incremental basis rather than in what has been called "the total system" approach. The incremental approach assumes that a single task or small group of interrelated tasks would be automated, but with the objective in mind that these operations would function as part of a completely automated system.

For libraries of the size and situation of those in Franklin County, a realistic program for automation might resemble the following:

1.) 1971-72. Conversion of housekeeping records to machine readable format. Included would be payroll and personnel record keeping; physical

property inventories, specialized union-lists such as audio-visual materials, periodical holdings and the like.

2.) 1972-75. Design and implementation of an automated acquisitions, cataloging and processing system and conversion of book cards for new books to machine readable format.

3.) 1975-77. Design and implementation of automated circulation control system providing on-line access for all but the smallest or most remote libraries. This system would provide for computer maintenance of files, preparation of recall and handling of resources. Problems of communications line costs and availability may necessitate the delay of on-line operations in which case an off-line system with on-line capability could function until an on-line system became practical.

4. 1978. Design of computerized catalog. Implementation of this system will depend upon the number of technological developments for which a timetable cannot reasonably be predicted. Among these are:

a. Design of a cheap, functional console to facilitate user-file interaction. The console will need to be inexpensive enough that a library can afford to have many of them for use throughout the library and, indeed, outside the library in the case of major industrial and business enterprises for example.

b. Development of computer with sufficient storage capacity to house a major library catalog.

c. Solution of indexing problems to insure both high recall and high relevance of records retrieved.

Inter-Library Communication

For libraries as close together as those in Franklin County., assuming the development of a frequent inter-library delivery service, the developments of telefacsimile technology may not hold promise of significant local improvement. It will be important, however, for at least one library in the system to have the capability of connecting to the specialized statewide, regional and national library and information networks now beginning to develop. It will not be either technologically nor operationally feasible for each library to do this individually.

IMPLICATIONS FOR INDIVIDUAL LIBRARIES

The projections above assume that the separate library systems in Franklin County will act collectively for their mutual benefit. It is only in this way that each library can, for example, benefit from the developments of computer technology. If the libraries are unable to develop effective means of joint operations the technology of the future will have a negative impact because it will make the libraries in effect more expensive and therefore less attractive for the investment of public funds.

It is possible to suggest some steps which the separate library systems could take individually in preparing for and using new technologies, but individual, unilateral action in this regard would have the effect of eventually limiting a library's ability to capitalize on technological development.

6
50
51
52
30
8
7
40